

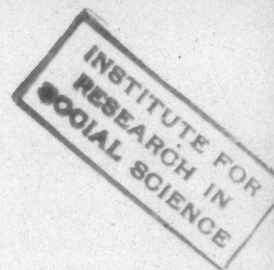
~ SOUTHERN ~ TEXTILE BULLETIN

VOL. 39

CHARLOTTE, N. C., FEBRUARY 12, 1931

No. 24

We Have Taken Advantage Of the Dull Times



To speed up our experimental work on new ideas in textile machinery by using men freed from ordinary duties in other departments. As a result, we have brought out more improvements the past year than in any like period in our history.

Our X Model Loom is built to run at higher speed than other looms, to weave better cloth. It is as up-to-date as the most modern automobile, with powerful brakes, alemite fittings, improved mechanisms throughout, and roller bearings if desired. It will produce more, weave better cloth and at reduced costs.

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A Shuttle Eye which threads up more easily and quickly—and will not unthread—eliminates mistreads on shuttle changes.

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Every pound is uniform, giving you the same results day in and day out. It will pay you well to learn what this means to you in added profits.

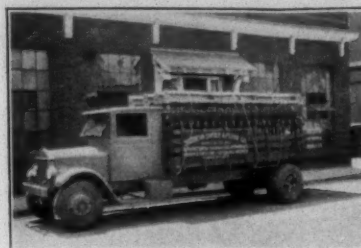


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Wyandotte
Quality and Service
Textile Alkalies

The J. B. Ford Co., Sole Mfrs., Wyandotte, Mich.

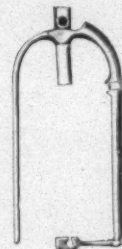


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machinery

We manufacture roving spindles,
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We repair steel rolls, spindles and
flyers.

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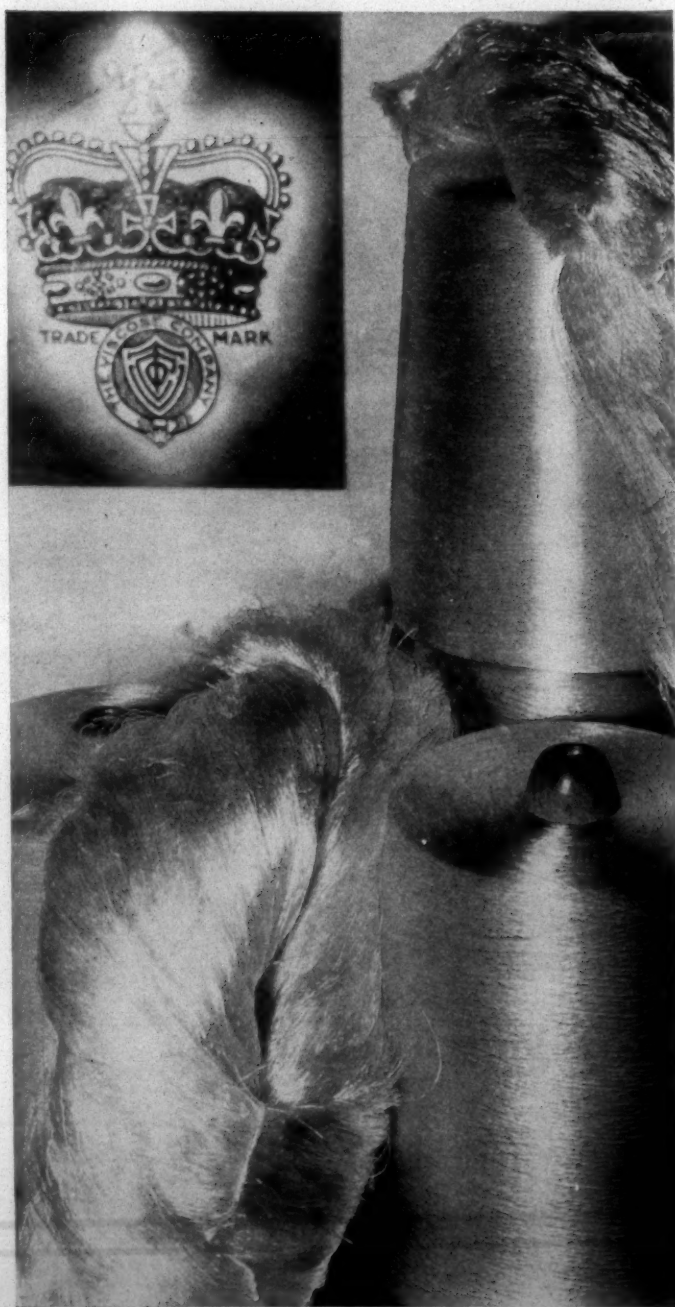
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THE VISCOSE COMPANY

200 Madison Avenue, New York City



SOUTHERN TEXTILE BULLETIN

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VOL. 39

CHARLOTTE, N. C., FEBRUARY 12, 1931

No. 24

EVERYBODY'S BUSINESS

By FLOYD PARSONS

A Time For Loose Leaf Minds

AMERICAN business is going to do a lot of traveling in the next few years. Life will be carried rapidly to a higher plane. People will be thinking thoughts and dreaming that only a few visionaries now contemplate.

Ships will be equipped with radio two-way telephone service. All countries will be linked together in vast networks of telegraphic communication, making it possible for people living on the opposite sides of the earth to exchange messages with the speed of light, 186,000 miles per second.

Million-Watt broadcasting stations will soon be in use. Forty per cent of the nation's population live 75 or more miles from any broadcasting station, so in order to build up the radio industry rapidly, high-power licenses will have to be issued to practically all of the broadcasting organizations. With only 79 wavelengths available for exclusive use in the United States, it is essential to expansion in regions not now served that the largest possible broadcasting power be used on each of these 79 channels.

Already a 400,000-watt experimental station is under construction. The next step will be the "million-watt broadcaster"—the 1000 kilowatt unit. 1000 kilowatts, which is 1300 horsepower, may appear to be a prodigious amount of energy, but single radio tubes capable of delivering 200,000 watts have already been created, and it is not a far cry to the grouping together of the necessary number of tubes to develop a million watts. The result will be the adding of impetus to radio-set sales in vast areas not yet reached.

Singing radio beacons and talking lighthouses are now made possible by the photo-electric-cell, and very soon such apparatus will not only be sending out beams of light to guide mariners, but will also be conveying information and news to every ship within sight of its rays by voice modulation of the light source. Passing ships will be able to converse with these "talking lighthouses" by means of photo-cells operating telephones which produce in sound the voice vibrations transmitted as pulses of light and darkness in the light stream. Each lighthouse may be distinguished by the musical melody, or theme song, it sends forth.

Airplane beacons will also be identified by the tunes they play. Telephone conversation with aviators aloft will be carried on over light beams, making it unnecessary to use the overcrowded radio channels.

Radio saturation, although frequently mentioned, is far off. Near at hand are amazing developments such

as the rapid radio ticker for stock and other quotations, which will be as automatic and satisfactory as the present types of wire tickers. Right now there is a race between manufacturers of clocks to produce the first radio-regulated timepieces. This means that the watch of the future will keep observatory time so long as it is running.

Just over the horizon are cheap radio outfits with telephone transmitters, which will be produced in quantity and sold to people who want to converse by voice with friends and associates, not only in other towns and cities but in foreign countries.

Very soon broadcasters will learn to use microphones in a way to give the effect of natural sound, which is now largely lacking in many presentations. Broadcasting will be tremendously improved. The leaders of radio have come to understand their great responsibility. The agency they control is the voice of humanity itself and has its effect on every human mind. It is not being overlooked that a patient, but critical public, may one day rise up and punish the radio industry for any lapse of honesty or fairness.

Radio will tear down the secrecy that has surrounded diplomatic negotiations. It will further the cause of peace, foster international good-will and unite the countries of the earth in bonds of commercial relations.

Before 1940, television may be a commonplace in our business and social life. We already have home talking motion-picture reproducers, but this kind of equipment is now costly and complicated in its operation. However, when a thing can be done, even in an expensive fashion, it is only a matter of time until the cost of the operation will be brought within the economic reach of the multitude.

Television programs will require the transmission of 20 pictures or more per second, each picture the equivalent of somewhere between 5,000 and 10,000 picture elements. New channels of communication will have to be provided in space and they must be made relatively free from electrical interference. This is a tremendous task, but when it is accomplished every home equipped for radio reception will become an art gallery. The treasures of the Louvre and other great museums of art will then be able to extend their cultural influence to millions of homes.

We will witness a rapid growth in the use of the talking
(Continued on Page 23)

Purchasing for Textile Mills *

By HILL HUNTER

Purchasing Agent, Proximity Manufacturing Company, Greensboro, N. C.

AT the time of being approached on the subject of making a talk here, I asked along just what lines I had better make my remarks, and it was suggested that it would not be amiss to say something about the economic situation, present and future.

As you are painfully aware of the present, I will confine my remarks to the future, and with this thought in mind I made it a point to investigate several of the prophets, both major and minor, in an endeavor if possible to find out something that would be of interest, consequently I examined closely the prognostications of all the paid prophets, seers, soothsayers, etc. that I could find, and the result of this has been that one widely known business authority says that the depression will probably continue through 1931, while another thought that improvement would appear with the robins in the spring, and still another prophesied that we were in for a long dry spell of several years duration, so I have about come to the conclusion that one man's guess is as good as another. Out of all this babel of tongues and confusion there is one thing I believe clearly stands out, and that is that this present deflation era has been and is thorough and drastic, with the result that a secure foundation is being laid for later improvement, and as to the time when this improvement will show itself, no man knows.

TEXTILES SHOULD LEAD IMPROVEMENT

There appears to be one general agreement, and that is that the textile industry will be among the first to feel any improvement that may take place, and I think this feeling is well founded, and based on the following reasons:

First, the industry has been in a depression for five or six years, and this brings to my mind an incident that happened at my home the other day, when my 15 year old boy in all seriousness asked me if there ever had been a time when the textile industry was good, and this question was well founded for, within his recollection, that is his recollection of anything economic, the industry has been in bad shape.

Another reason is that the raw materials entering into textiles, that is cotton, wool, silk, rayon, etc., have declined and have been more drastically deflated than most other commodities, and still another reason the finished product, cotton goods, silk goods, hosiery, rayons, etc., show the most drastic declines, that is in proportion to the prices of the raw materials.

In other words, in this distressing deflating era, the textile industry has been the bell wether, and economic history shows that industries which go through the longest and most severe deflations are usually the ones to recover first.

TWO UNFAVORABLE FACTORS

Among several flies in the economic ointment, there are two big ones that it is hard for me to see how things can permanently improve until these two are pulled out. I have reference, first, to the conditions in Europe and, second, to the wide spread that exists between wholesale

and retail prices. At the present time, wholesale commodities are approximately 15 per cent above the low point of pre-war levels, while retail prices have declined during the last year only about 6 per cent, and in view of the fact that dear old ultimate consumer is in the final analysis the spring from which all economic prosperity flows, until and when his buying power is rehabilitated, and this condition is corrected, it is hard for me to see how things can be entirely satisfactory. I fully realize and appreciate the fact that the above statement is trite, but nevertheless I believe it to be true.

Soon after I left State College I met on the street an old friend of mine from Oxford. He asked me what I was doing and I told him I was a purchasing agent. He said, "What is that?" and I told him that a purchasing agent was a man who spent lots of other people's money but very little of his own.

PURCHASING AGENT DEFINED

The editor of the Textile Colorist said that in his opinion a purchasing agent was simply a carbuncle on the neck of business, while Elbert Hubbard said "The typical purchasing agent is a man past middle life, spare, wrinkled, intelligent, cold, passive, noncommittal, with eyes like a codfish, polite in contact, but at the same time unresponsive, cool, calm, and damnably composed as a concrete post or a plaster paris cat, a human petrifaction with a heart of feldspar and without charm or a friendly germ, minus bowels, passions or sense of humor. Happily they never reproduce, and all of them finally go to hell."

The only objection that I have to the above characterization is that part that states they never reproduce, as I feel that it is carrying matters a little too far to make a buck nun out of us.

WHY PURCHASING AGENTS?

You might well ask the question, just why do we have in the industry purchasing agents? I would answer that question by saying that in my opinion it is justified on the grounds of bringing about a condition of co-ordination and standardization, this in turn bringing about an increase in volume, and the correlary to this is increased purchasing power. This is particularly true at the present time when we are in a buyer's market.

NEEDS OF A TEXTILE PLANT

The requirements of a textile plant can be divided into three classifications.

First, there are the materials that enter into the manufactured product, such as dyestuffs, chemicals, sizing, finishing materials, etc. (Cotton is not taken into consideration here as this is bought and handled by the cotton department, which in the larger organizations is entirely separate and distinct from the general purchasing department.)

Second, there are materials essential to plant operation, such as coal, oil, shipping supplies, and a long list of items that could be classified under mill, electrical, machine shop, power plant and textile supplies, entirely too numerous to mention in detail.

*Address before Piedmont Section, American Association of Textile Chemists and Colorists.

Third, requirements that enter into and are part of the capital account, such as equipment for enlargement of plant capacity and buildings.

Very naturally, the members of this organization are more interested in materials going into manufactured product, such as dyes, chemicals, finishing and sizing materials, etc., and in the handling of these materials, that is if they are to be bought successfully I feel that there are three things essential.

THREE ESSENTIALS

First is co-operation; second, a first class chemist and laboratory; and third, volume.

By co-operation I mean that the buyer, dyer and operating end of the business should work together as one. Each should know and fully appreciate the problems peculiar to the other. There has been some criticism of purchasing agents in connection with dyestuff buying, and in all probability some of it is fully justified, but I sincerely feel and believe that where the proper co-operation exists, that it is to the interest of the larger units in the industry to centralize their buying of dyes, the reasons for this being that it relieves the operating end of the business from the necessity of having to interview a large number of callers, and in the very nature of things, a busy dyer does not have the time and is not in a position to go thoroughly into and examine the various market ramifications that exist in the dyestuff industry.

As most of you well know, there are lots of twists and turns in the dyestuff game, and I do not suppose any one man ever learns it all, and it is exceedingly hard for me to see how the average dyer can carry on as a dyer and successfully do the buying of dyestuffs. Of course I fully appreciate that he can spend the money and get dyes that will do the work, but what I mean is to somewhere approach getting the maximum value for his money.

NEED CHEMIST AND LABORATORY

A first class chemist and laboratory is the buyer's right hand in successful dye buying. Control samples of all dyes should be kept in the laboratory and all dyes should be passed on by the laboratory before going into use, as this will in a large measure keep off-shade colors out of the manufactured product and prevent subsequent dissatisfaction and loss of merchandise. As in other commodities, volume plays an important part in successful dyestuff buying, for the very simple reason that it cuts down selling costs.

Suppose for instance we are using certain types of a color, sulphur brown for instance, at three or four of our plants. If we can bring these colors together and standardize on two or three types, so as to make them a common denominator and bring the tonnage up, you just naturally look better to the dyestuff ambassadors and some day you may meet and get to know a vice-president or possibly a Southern manager, entitlements which in lots of instances are only as of sounding brass and tinkling cymbals.

BUYING CHEMICALS

Chemicals as a rule are easier to buy than dyestuffs, as usually the buying is done on definite specifications and it is seldom necessary to make claims on account of off-grades. The big chemical manufacturers take considerable pride in the uniformity and quality of their product and maintain strict control in their manufacturing process, and use every precaution to see that deliveries conform exactly to the standards and specifications sold by them.

I feel that every plant should maintain a competent research department. I suppose you have heard this so

often that it grows tiresome, but at the same time it remains a very definite fact that it costs any mill lots of money not to have a department of this character.

I was talking the other day with one of the largest starch manufacturers in this country, and he told me that the best paying department in his business was his research department and that it was worth more to him in dollars and cents than any other department in his business.

When you think of the large number of items that go to make up the manufactured product, it is easy to see the necessity for constant investigation into the items best fitted to the given conditions, that is, those that can be most economically used, and in this day of thin profit margins, if any at all, the necessity of finding satisfactory and less costly things to substitute is obvious, and the only way I know to do this successfully in a large way is to maintain a department that is constantly on the lookout and making constant experiments in order to ascertain what can be used under any given condition to a maximum advantage.

A large number of mills make their own sizing and finishing compounds and where they do not I have always felt that buying should be done on specifications. The better class of manufacturers welcome specification buying in this class of material as it takes all of the hocus-pocus out of it and puts them on an equal basis in the bidding. Where mills make their own sizing and finishing material, component parts that are common to all can be bulked and bought in quantity.

BUYING IS SELLING

Fundamentally, the buying department of the business is also a selling department, money being the commodity disposed of. Any one can exchange a dollar for a piece of merchandise, but making the money go the maximum distance is not so easily done. Just as some salesmen of merchandise are able to present their wares in more attractive form, some companies are able to make their money look bigger and better, that is, they will standardize as far as possible to bring their volume up to an impressive point, pay bills promptly, making the credit phase attractive, build up a reputation for fair dealing and make friends in the trade.

When it comes to the technique of buying, there are no set rules to follow, that I know of, as every individual takes a course that seems to him best. However, there is one rule that has been given in fable form that can be followed with safety. This will probably sound somewhat old and hackneyed to you, but it is so particularly applicable in the buying of dyestuffs, chemicals, sizing and finishing materials, that I feel I would be remiss if I did not again quote it here. It reads as follows:

"THE PRICELESS INGREDIENT"

In the city of Bagdad lived Hakeem, the Wise One, and many people went to him for counsel, which he gave freely to all, asking nothing in return. There came to him a young man who had spent much and received little, and said, "Tell me, Wise One, what shall I do to receive the most for that which I spend?" Hakeem answered, "The thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Look for the priceless ingredient."

"But what is the priceless ingredient?" asked the young man.

Spoke the Wise One, "My son, the priceless ingredient of every product in the market place is the honor and integrity of him who makes it. Consider well his name before you buy!"

Textorian Compares Dan River and Naumkeag Annual Reports

THE TEXTORIAN, printed at Greensboro, N. C., makes some pertinent comment in its editorial columns on the recent Danville strike as follows: "An article appearing in the Daily News Record of New York under date of January 22, 1931, should be of interest to those who heard any or all of the speeches made by executives and organizers of the United Textile Workers Union last summer when they were attempting to sell union cards to local citizens.

Repeated reference was made to a certain cotton mill in which miraculous conditions were said to exist as a result of union recognition and co-operation. Practically every official union speaker mentioned that specific mill and emphatically explained that the said plant was run exclusively by union labor; that the mill management recognized the union; that the union representatives co-operated with the mill management and that the mills as a direct result of the union recognition affiliation and co-operation were making money. This mill was given as an example as to what the union is capable of doing for cotton mills if recognized by them.

The mill above of which so much was said is the Naumkeag Steam Cotton Company, of Salem, Mass. According to Davidson's 1930 Textile Directory the mill manufactures cotton sheets and pillow cases; has 4,047 looms, 163,312 ring spindles and employs 1,600 people.

The article in the Daily News Record is about this mill; but how different is the news from that which would be expected by any one who were gullible enough to swallow the statement and boasts of union speakers. "Naumkeag Steam Cotton Shows Net Loss of \$545,097" is the caption of this article. It was submitted to the Daily News Record by its Boston bureau. The article states "The Naumkeag Steam Cotton Company (Pequot Mills) for the year ended November 30, 1930, reports a net loss after cotton write down of \$545,890 or \$9.09 a share on 60,000 outstanding shares."

We regret very much to learn that the Naumkeag Steam Cotton company was unable to operate without a loss; but even in the face of the union statements about this company we were not surprised to learn that it had suffered a loss during its last fiscal year, for it was a most trying year indeed.

We want it definitely understood that this editorial is in no way intended to either condemn or criticize the Naumkeag Steam Cotton Company or any of its officials but merely to point out certain facts and make certain comparisons which should prove enlightening to any who have not already entirely discounted the many statements made by union representatives during their campaign here last summer.

By applying the net loss of \$545,097 made by the Naumkeag Steam Cotton Company against its 4,047 looms and 163,312 spindles, as listed by Davidson's Textile Directory, we find that the company suffered a loss of \$134.69 per loom, or \$3.34 per ring spindle. According to union statements this is an ideal organization, one enjoying all the advantages of union co-operation.

The Riverside & Dan River Mills of Schoolfield and Danville, Va., is a corporation which does not recognize the union and which has been severely criticised by union representatives as being poorly managed and inefficient.

The United Textile Workers have, since the early part of 1930, continuously and aggressively attempted to force the management to recognize the union. They have utilized their every resource to try to impede the mills and make operations both difficult and expensive. Their members have been on a so-called strike since the end of September, 1930. In other words, the union has done everything within its power to cripple the mills in order to force them to accept the union and meet its demands. The directors have not recognized the union, and all indications point conclusively to the fact that they never will. The stockholders of the corporation at their recent annual meeting unanimously adopted a resolution "applauding the management for the conduct of company affairs." The fact that the stock of the corporation is widely distributed makes this action doubly significant.

A comparison of the financial statement of the past year's operation of the Riverside & Dan River Cotton Mills and the Naumkeag Steam Cotton Company is most interesting since, as stated previously, the latter is said to be a glaring example of unionism in practical operation, whereas the former is anything else but that. The Naumkeag company has only been forced to combat the economic difficulties of the present depression; whereas the Virginia corporation has encountered all the problems of malicious union opposition as well as the problems of depression.

The following is taken from the report of the directors of the Riverside & Dan River Cotton Mills to their stockholders at a recent meeting: "There was a manufacturing profit of approximately \$900,000, but on account of the heavy drop in values, which made necessary a tremendous markdown of your entire inventory of stock in process, manufactured goods, etc., and after charging off \$300,000 additional depreciation, your statement appears in red ink to the extent of \$665,432.69."

The Riverside & Dan River Cotton Mills have 13,530 looms and 467,440 spindles, according to the 1930 Davidson Textile Directory. By applying their net loss of \$665,432.69 against their spindles and looms, we find that their loss per loom was \$49.18, against \$134.69 loss per loom by the Naumkeag company, and \$1.42 per spindle by the Riverside & Dan River Mills, against \$3.34 per spindle by the Naumkeag company.

The facts and figures here given speak for themselves. No additional discussion is necessary to show how ridiculous and absurd are the statements of officials, organizers and agitators of the unions relative to what they could accomplish for cotton mills if given a chance. They have been tried many times with the same ultimate result each time.

Find Southern Mills Improving

Chattanooga, Tenn.—Conditions in the hosiery industry of the South are gradually improving and operators of mills are more optimistic about future business, according to a general survey just completed.

The survey was made by G. C. Kautz, W. Leland Coggins and Ben Gessner, general superintendent of the Waupon and Beaver Dam (Wisconsin) Mills of Bear Brand Hosiery Company.

Towels and the Manufacture During 1930

By Harold B. Hoskins, Cannon Mills, Inc.

Reflecting the continued decline in the cost of raw cotton, towel prices declined approximately 25 per cent during 1930. Prices of terry goods, however, did not experience a precipitous decline but decreased gradually in step with the price of raw material. The curtailment of production on the part of manufacturers tended to reduce mill inventories.

As a result, at the end of 1930, mill inventories of towels were lower than they had been for some time. This was especially true in the case of desirable merchandise. Furthermore, in view of the shortening of the working week due to the gradual elimination of night labor, mill stocks are not likely to increase materially during 1931.

During the past year, notable effort has been made on the part of most manufacturers to improve the appearance of their merchandise and to develop the ensemble idea of packaging. This concerted effort resulted in more attractive merchandise at lower prices than has ever before been seen. The increased emphasis on the style element in towels also aided the development of cellophane wrapped sets and matched designs, thus allowing manufacturers of this class of merchandise an opportunity to obtain a better return than they had experienced in previous years from ordinary colored border merchandise.

The degree to which study has been given toward styling was illustrated by one manufacturer who arranged a style show and fall opening for buyers. The exhibition of high quality styled towels was held not only for the purpose of showing the new merchandise but also to exhibit display forms and the most effective methods of featuring these goods so as to enable stores to make the largest possible sales.

From the point of view of distribution, the decline in the price of raw cotton again was a factor. Most stores deemed it disadvantageous to purchase large quantities of staple merchandise and bought mainly as they needed it. On the whole, this policy worked to the stores' advantage on staples, but for the holiday season a distinct shortage of desirable style merchandise for speedy delivery developed. As a result, stores which had not carefully gauged their requirements in advance, were forced to pass up some profitable business.

Considering staples only, the outstanding trend in most stores was toward the featuring of towels in units of 2, 3, 4, 5 and occasionally 6 pieces for \$1.00. Outstanding among towel promotion of this type was the August sale conducted by the Fair Store, Chicago. During this month, The Fair sold 27,000 dozen towels at 4 towels for \$1.00. These towels were all of one size and had a simple border stripe.

Stores in many sections of the country learned during the past year that dollar returns could be enhanced by increased emphasis on style and ensemble towels, in addition to carrying a representative line of the lower priced staples.

Stores which reported the most satisfactory results were those which laid special emphasis on display both interiorly and in windows. Proper instruction of em-

ployees in the presentation to consumers of all units comprising the ensembles also aided the sale of styled towels. In some instances, store managers noted larger unit sales and better profits in 1930 even though the total volume was less than that of 1929.

Changes in methods of conducting towel departments also are notable developments of the past year. Towel departments have become increasingly "holiday departments." Instead of towel departments being cut in size during December and given over to cards, toys and other merchandise, towel departments have absorbed adjoining floor space.

In some instances this increased size has been given over to featuring gift merchandise in the form of combination sets having a price range of from \$1.00 to \$8.00. Towel departments profited from the "practical" Christmas of 1930. Consumers were attracted by neatly packaged sets. As a result, contrary to the expectations of some buyers, volume in these sets was not confined to the lowest priced of these items, but to sets retailing at about \$2.95.

In considering the future of 1931 business and in retrospect that of 1930, certain general conclusions may be drawn. A permanent change has come over the status of the towel. From being a purely staple item, towels have progressed more and more to style items. This change of status should be beneficial in 1931 both to the retailer and to the manufacturer.

Although the style factor complicates manufacturing and selling, it in turn allows both the manufacturer and the retailer a better profit providing the retailer is equipped to handle towels, wash-cloths and bath-mats as style merchandise.

Cotton Goods Statistics More Encouraging

Statistical reports of production, sales and shipments of standard cotton cloths during the month of January, 1931 were made public by The Association of Cotton Textile Merchants of New York. These figures cover a period of four weeks.

Production during January amounted to 202,149,000 yards, or at the rate of 50,537,000 yards per week.

Sales during January were 239,106 yards, equivalent to 118.3 per cent of production. Shipments during the month were 210,597,000 yards, or 104.2 per cent of production.

Stocks on hand at the end of the month amounted to 355,514,000 yards, representing a decrease of 2.3 per cent during the month. Unfilled orders on January 31, 1931 were 317,465,000 yards, representing an increase of 9.9 per cent during the month.

These statistics on the manufacture and sale of standard cotton cloths are compiled from data supplied by 23 groups of manufacturers and selling agents reporting through The Association of Cotton Textile Merchants of New York and The Cotton-Textile, Inc. The groups cover upwards of 300 classifications or constructions of standard cotton cloths and represent a large part of the production of these fabrics in the United States.

Industry Can Use Only Modern Machines

THERE is surely no justification for retaining in American factories machinery which is undeniably antiquated which does not do its job properly, which works slowly or clumsily in comparison with newer types, declared Dr. Julius Klein, assistant secretary of commerce, in a talk over the coast-to-coast network of the Columbia Broadcasting System from Washington. To retain such machinery, said Dr. Klein, who spoke on "The Challenge of the Machine," can mean nothing but hampering, cluttering waste. "It impedes the smooth flow of progress," he declared. "It tends to throttle competitive ability. The resulting losses and disadvantages are much more likely to react unfavorably upon the interests of American labor as a whole than would the introduction of new equipment of the more modern and effective types. Economical production will work to the advantage of every class and element in our economic life."

Many American manufacturers appear to be drifting into a dangerous situation where their factory equipment is relatively less effective, said Dr. Klein, at just a time when industries abroad are waking up, when managers in Europe are equipping their plants with the best machinery they can find, huge quantities going from the United States for this purpose. "If this mistaken policy should be followed for some years, they can expect but one result: The awakening will come when vast sums will be needed for the rehabilitation of this equipment—and possibly under those circumstances they will not have the resources essential for that purpose."

MORE THAN MACHINERY NEEDED

Dr. Klein recited the experience of two textile mills, both of which installed modern equipment in their plants and multiplied the output per worker. "But," said Dr. Klein, "one stopped at that point; it has been fighting strikes for months and has lost heavily; the long, broad view as lacking here. The other, wiser firm went much further than mere machinery-replacement. It developed new markets to absorb its increased output. It found jobs for the men who were displaced by more productive machinery. It set about vigorously to improve sanitary conditions in the mill and living conditions in the mill village. Now it has a waiting list of men eager to work for it. Its balance sheet shows a handsome profit. Its various functions are in balance, as they must be in any business if it is to succeed. Men are not subordinated to machines—marketing is not forgotten in the passion for engineering. That's the kind of thing I had in mind when I spoke, a moment ago, about sound planning, to enable us to utilize, without sacrifice, the tremendous benefits of the machine."

Half of our production equipment ought to be replaced by modern machinery, because a recent survey has proved it to be obsolete, the speaker declared. "The sooner we replace it the better," he said. "Such replacements can be made far more easily in dull times. Now is an especially advantageous time to buy machinery. The cost of materials is low. Manufacturers can give the very closest attention to orders, assuring the best in quality, workmanship, and servicing. If the machinery factories are set busily whirring on this greatly needed work, it

will be another factor operating to pull us out of the depression. It would form a highly worthwhile element in unemployment relief. More business would be thus engendered; more jobs would be created.

MUST CARE FOR LABOR

"Let us make sure that our replacements of machinery are so managed that no hardship comes to any human being. It can be done. It has been done. It is part of the 'challenge of the machine,' which we must gird ourselves to meet. All that is necessary is an understanding of the fine balance of all the phases of our manufacturing activity and a sedulous thought and care that none of them be injured, none of them displaced. Americans can solve this problem—and in solving it can advance to new, more splendid heights."

In his address, Dr. Klein stated that manufacturers in distant lands have found it difficult to explain how it is possible for us to pay the high American wage and at the same time successfully export enormous quantities of manufactured goods, to compete effectively in world markets with the products of low-wage countries. "Machinery is the answer," said Dr. Klein. "The industries of this country absorb \$23 worth of machinery per year per capita for our entire population. How much does Britain take? About \$10 worth. And Germany? Nine dollars. While across the Pacific in China the figure is 5 cents. American workers earn more, and live better, because the machines available to their hands produce more. In this we have the secret of one of the vital sources from which flow the high American standard of material existence—and the democracy of American culture. Through the use of constantly improved machinery the path to progress lies. Our welfare requires continuing and rapid improvement in production methods, for it is in this way that we have attained, and will be able to maintain, the industrial leadership of the world—with all that means to us in every aspect of our life."

"Please note that word 'maintain'—for here we run upon a truly surprising situation, a fact that is very apt to 'hit us in the face.' Many of us are too prone to think that practically all American machinery is the 'last word' in efficiency and perfection of performance. But the facts do not bear that out. Instead of being uniformly in the vanguard, many of our factories are actually falling behind the procession—failing to keep step as they should with the progress of inventive genius and engineering achievement. No good can come of that."

NOTHING BUT THE GOOD

"It has often been said that Andrew Carnegie won his position of leadership in large degree because he was always ready to replace a machine—or a complete steel plant—as soon as better equipment became available, and he did not care whether the machinery he discarded was ten years old or ten weeks," said Dr. Klein. "He recognized, with the deep, shrewd penetration of true genius, that old machinery will not do—that our indispensable strength lies in using the very best equipment that can be obtained," the speaker declared.

"In recent years machinery designers have been show-

(Continued on Page 27)

Drive to Eliminate Working Women At Night Progresses

Birmingham, Ala.—The campaign of the Cotton-Textile Institute of America to abolish night work by women in cotton mills was approaching a successful conclusion Friday, according to Donald Comer, president of the Avondale Mills. More than 73 per cent of the mills of the country, operating 23,289,730 spindles, have agreed to the proposal, Mr. Comer said. Only 2 per cent, bringing the total to 75, is needed by March 1 to score success, he continued. Present indications are that the remaining 2 per cent will be easily obtained and more, he said.

The Avondale Mills' president has just returned from a tour of North and South Carolina. He reports favorable progress there. However, Southern mills are far behind those of the East in agreeing to eliminate night work, he found.

In Alabama, for instance, only 62 per cent of the total spindles have agreed to ban night work. In North Carolina the percentage is still lower, being 57 per cent; Georgia, 61 per cent, and South Carolina, 68 per cent. In Massachusetts, 90 per cent of the mills have signed the agreement; Rhode Island, 88 per cent, and Maine, 77. New Hampshire has the lowest record of all, however, 35 per cent.

The proposal to abolish night work was originated for two reasons, Mr. Comer said, to bring about social betterment of the women and to balance production.

"Since the war, the textile industry has been in chaotic condition, due to overproduction," Mr. Comer said. "It has been said that if the mills abolish night work, it will throw many people out of work. This is not true.

"Employment at present is irregular, as a result of some mills overproducing and flood the market. This necessitates a shutdown, throwing people out of work. If the mills operate in the daytime only, it will level production to demand, with no surplus, assuring continuous production and steady employment.

Hosiery Companies Plan To Work on Orders Only

Following efforts by the National Association of Hosiery and Underwear Manufacturers to enforce the slogan, "Manufacture Against Orders Only," seventy mills have signified their intention of keeping production limited by this expedient. The movement is explained as one to keep production to "an actual order basis beyond minimum stock requirements."

Under the caption of "Honor Roll" the special new letter of the association reports the names of the following firms as having agreed to support the policy:

Adams-Millis Corp., Anderson Hosiery Mills, Apex Hosiery Co., Belle-Terre Hosiery Co., Berkshire Knitting Mills, Becker Ingrain Hosiery Mills, Bower & Kaufmann, William Brown Co., Brooks & Anderson, B. Z. B. Knitting Co., Campbell Hosiery Co., Chipman-Burrowes Hosiery Mills Co., Co-Ed Silk Hosiery Mills, Inc., Concordia Silk Hosiery Co., Conewago Textiles, Inc., Dawn Knitting Mills, John A. Davis Hosiery Mills, Durham Hosiery Mills, Fashionmaid Hosiery Co., Fedden Bros. Co., Fidelity Knitting Mills, General Hosiery Co., Inc., Globe Knitting Works, Gotham Silk Hosiery Co., Hancock Knitting Mills, Haines Hosiery Mills, Inc., Hatch Full-Fashioned Hosiery Co., Highspire Knitting Co., Holston Manufacturing Co., Howard Hosiery Co., Hudson Silk Hosiery Co., Inc., Ideal Hosiery Mills, Knoxville Knitting Mills Co., J. W. Landenberger & Co., M. B.

Laubach Co., Inc., Lehigh Silk Hosiery Co., Lincoln Hosiery Co., Magnet Mills, Inc., May Hosiery Mills, Inc., Mayfair Silk Hosiery Co., Merit Hosiery Co., Minisac Mills, Inc., Mock, Judson, Voehringer Co., Inc., National Hosiery Mills, Oscar Nebel Co., Inc., Nolde & Horst Co., Nucraft Hosiery Mills, Inc., Oliver Knitting Co., Inc., Owen Osborne, Inc., Perkins Knitting Co., Pitman Manufacturing Co., Pohatcong Hosiery Mills, Inc., Propper-McCallum Hosiery Co., Inc., Richmond Hosiery Mills, Rollins Hosiery Mills, Runnymede Mills, Inc., Schuylkill Valley Mills, Inc., Siliko Hosiery Co., Southampton Knitting Mills, Southern Mercerizing Co. (knitting department), Standard Hosiery Mills, Inc., Trojan Hosiery Mills, Van Raalte Co., Venus Silk Hosiery Co., Victor Silk Hosiery Co., Vogue Silk Hosiery Co., Windsor Hosiery Mills Co., Wiscasset Mills Co., H. H. Wood & Co., Yorkshire Hosiery Co.

U. S. Bureau Starts Reports on Cotton

Washington.—The first of a series of reports dealing with the quality of cotton produced in the various cotton States has been made public by the Bureau of Agricultural Economics, Department of Agriculture. The report just issued deals with the quality of cotton produced in the State of North Carolina during the seasons of 1928 and 1929.

According to the report, approximately 10 per cent of all cotton ginned in North Carolina in both 1928 and 1929 was 13-16 of an inch or shorter in staple. A large part of the crop, the report points out, is $\frac{7}{8}$ of an inch in staple, and from 15 to 20 per cent is indicated to be 15-16 of an inch in staple. Appreciable increases are shown in the proportions of the latter length grown in 1929, particularly in the eastern part of the State. From 5 to 7 per cent of the crop is one inch or longer. It is significant, the report points out further, that large percentages of these lengths are shown for 1929 in all sections of the States.

Of the total production, 88 per cent was tenderable as compared with 76 for the United States. Although only 12 per cent of the crop was untenderable, its tenderable cotton includes a much smaller percentage of the longer staples than that reported for the United States.

Mock, Judson, Voehringer Shows \$236,000

Mock, Judson, Voehringer Co., Inc., for the year ended December 31, 1930, shows net profit of \$236,001 after charges and taxes, equivalent, after 7 per cent preferred dividends, to \$1.66 a share on 100,000 no par shares of common stock. This compares with \$521,504, or \$4.51 a share on common in 1929.

Commenting upon the year's showing, John K. Voehringer, Jr., president, stated that the decrease in earnings in 1930, as compared with 1929, was due to the fact that there were at least five major price reductions by the largest hosiery manufacturers and to inventory losses suffered because of the unprecedented lowering of raw silk prices.

"The difference between the high and low price of raw silk amounted to approximately 55 per cent," he said. "The closing inventory of the company was taken at low figures and we have started 1931 without being hampered by high-priced silk contracts.

"Economies have been effected by the company, its overhead has been reduced, and its sales force has been strengthened."

Tennessee Eastman Will Build Acetate Rayon Plant

Kingsport, Tenn.—Tennessee Eastman Corporation, a subsidiary of the Eastman Kodak Company, announces that plans are being prepared and contracts will be let in March for a plant to manufacture cellulose acetate yarn, having a capacity of 2,500,000 pounds annually.

The Eastman Kodak Company has been manufacturing cellulose acetate for safety film since 1909. About a year ago a new plant was completed and put in operation here to manufacture this material, and for some time all of the Eastman Kodak Company's requirements for cellulose acetate for safety film has been supplied from the Kingsport plant.

NEW YARN POPULAR

For more than two years the Eastman research department has been engaged in perfecting a cellulose acetate for yarn which would possess exceptional merit, and during the past year a considerable amount of this new yarn has been produced and supplied to textile concerns, by whom it has been favorably received.

Eastman acetate yarn, as it is designated, is distributed to the trade through the A. M. Tenney Associates, 171 Madison avenue, New York City.

The plant property here comprises 375 acres, a section of which has been reserved for the new textile plant. The first unit to be built will be a building 100 feet wide and 500 feet long, part of it four stories high.

READY IN OCTOBER

It is expected that production will start about October 1 of this year and that the plant will be put in full operation as rapidly as possible. The fact that this corporation has a very fully equipped cellulose acetate plant of large capacity in successful operation is most important in assuming the success of the undertaking.

Announcement by Tennessee Eastman of intention to build a new rayon plant at the present time is regarded as particularly encouraging since it indicates the confidence of this company in a broadening demand for synthetic yarns. Entrance of the kodak firm into the rayon field as a yarn manufacturer on a large scale is thought to indicate that it is convinced of the growing importance of acetate yarns to the rayon consuming trades.

FULL RANGE OF SIZES

For some months A. M. Tenney Associates have been offering Eastman yarns to the textile trade. A full range of commercial counts from 150 to 45 deniers, inclusive, is now available. They are offered in skeins and on cones, including tinted cones for the knitting trade.

Plans for the new plant were announced by A. M. Tenney, head of A. M. Tenney Associates, in New York simultaneously with the announcement in Kingsport. Mr. Tenney stated that the new plant would be in part supply the increasing demands of the trade for acetate yarn.

"The decision to build a plant at this time is in part based on the success attending the operation of this corporation's present plant and the approval of the new yarns by those manufacturers to whom we have been able to supply only a part of their requirements during the past ten months, or since April, 1930," said Mr. Tenney.

"We are pleased to announce this decision of the Tennessee Eastman Corporation to enlarge its present facilities for manufacturing new yarn, which puts us in a better position to serve our many friends.

"It is a fact, I believe, not generally known in the textile trade, but which I am sure will be received with interest, that the Eastman Kodak Company is the oldest manufacturer of cellulose acetate in the United States. For over twenty years, or since 1909, the Eastman Kodak Company has been marketing this product in the form of safety film base. As a result of this long experience and guided by constant research, it has developed a thorough knowledge of acetate manufacture and a product of exceptional quality.

"There is little more to be said except that Eastman research has now made available to the trade a new textile yarn of unusual merit made of Eastman cellulose acetate which was developed for this purpose."

Mr. Tenney has been in charge of distribution of the yarn since last April when he resigned as vice-president and director of sales for the American Bemberg Corporation to form his own organization. On January 1 John C. Inge became sales manager of the Tenney firm, resigning from a similar position with Bemberg.

New Industries in the Piedmont

One hundred and sixteen new industries, an average of more than two a week, were projected in the Piedmont Carolinas during 1930, a survey announced by the Duke Power Company, reveals.

Sixty-six of the industries are new plants, established during the year by entirely new concerns, while 50 are new plants or additions to plants projected by existing industrial concerns.

Diversification of the new concerns is a feature of the report, with 20 different classifications included and in some of these broad divisions there are sub-classifications.

Textiles, not including hosiery and garments, take first place in the number of new establishments, with a total of 30.

Hosiery mills, with 27, and garment plants, with eight, are other leaders. A large proportion of the hosiery mills are for the manufacture of full-fashioned hosiery, while the output of the garment plants is varied.

In addition to hosiery, garments and general textiles, the report lists a number of other products now being manufactured in Piedmont Carolinas. Among these are: Furniture, paint and varnish, buttons, automobile tires, dairy products, feed stuffs, mattresses, caskets, blankets, candy, cigars, granite products, paper boxes, creosoted timber products, concrete tile, bedspreads, bakery products, cold drinks and miscellaneous articles.

The city of Charlotte, with 14, led in the number of new industries gained during the year. Burlington and High Point each secured eight, and Winston-Salem had six; five each went to Marion, Mt. Airy and Hickory; four each to Greensboro, Greenville, S. C., and Statesville, while Hendersonville, Goodsonville, Gastonia and Lexington got two each. Many places secured one new industry.

Invents Cone Carrier To Handle Rayon Yarn

High Point, N. C.—M. T. Hicks has perfected and applied for a patent for a cone carrier invention designed to effect tremendous savings to the silk, rayon and hosiery industries by eliminating approximately 50 per cent of waste and at the same time give increased production for textile and silk manufacturing plant. The manufacture of the device, on which two patents are pending, began several weeks ago and despite the fact no sales

efforts have been made orders have poured in from mills throughout the country which have kept the manufacturing facilities here operating at top speed, the new company reports.

The carrier guides silk, rayon or celanese threads clear of all obstructions which might break them, thus increasing efficiency of the looms as thread breakage is one of the chief sources of waste.

Mr. Hicks conceived the idea for this invention almost by chance while visiting a silk mill when he observed the loss by breakage of threads, and although having been engaged in the furniture business for forty years he divorced himself temporarily from that field for a saunter into textile studies, and set about working out plans to guide the thread clear of obstructions. After much experiment he developed the cone carrier which he felt reduced the amount of breakage sufficiently to prove practical and proceeded to apply for the patent papers. The first efforts were satisfactory but he continued to study and perfected the device further, so applied for the second patent, which papers are still pending. In the meantime a company was established for the manufacture of the device and it is being produced on a limited scale which will be expanded later.

The invention is being manufactured by the Hicks Manufacturing Company, which has been operated by the inventor as a specialty furniture shop for several years, and of which Mr. Hicks is president. E. A. Byrum is vice-president and Charles W. Perry secretary and treasurer.

The Cotton Situation

(Bond, McEnany & Co.)

It must be said, also, that some alleviation of the immediately bearish outlook is afforded by recent indications that the world's total supply of cotton this year is likely to prove rather less burdensome than had been apprehended by the trade. Thus the ginning report issued by the Census Bureau on January 23, giving the gin-nings for this season's American crop prior to January 16 as only 13,592,104 bales, against 14,176,936 bales to the same date last year, and the gin-nings from December 12 to January 15 as no more than 333,887 bales, compared with 720,153 bales for the period a year ago, rendered it highly probable that the total ginned crop this season will not exceed 13,800,000 bales, with less than 13,750,000 bales clearly possible. While this sharp falling off in the gin-nings is no doubt attributable to the failure of a large number of farmers to harvest the last scrappings of their crop, owing to the low prices obtainable for very low grade cotton, the fact remains that the ginned crop now promises to turn out fully 750,000 bales smaller than the majority of the trade had expected and 400,000 bales or more smaller than had been indicated by the Department of Agriculture's December estimate of the yield. The effect of this considerable deduction from the hitherto anticipated crop upon the generally current supply and carry-over forecasts is self-evident.

Again, the latest reliable information about the outlook for the crop in India points to a much smaller supply of cotton from that country this season than the trade had been counting upon. According to figures just received from London the oldest and largest European firm handling East Indian cotton now estimates the 1930-1931 yield in India at 6,302,000 bales of 400 pounds weight, as compared with last year's final yield of 6,948,000 bales. Moreover, the same authority now estimates season at 8,600,000 bales of 400 pounds weight, compar-

ed with last season's total supply of 9,765,000 and with the total world's supply of East Indian for the current 9,170,000 bales for the season of 1928-1929. In similar though less definite fashion the latest advices from China clearly suggest that this year's commercial crop in that country is proving to be disappointingly small, whether because of an actual decrease in production or because disturbed conditions in the interior of China are preventing the free movement of the crop. In any case, the Chinese spinners are now importing both American and East Indian cotton in unprecedented quantities notwithstanding the heavy decline in the value of silver, their takings of American cotton to date this year being 101,000 bales larger than last year's and their takings of East Indian cotton being reported as over 200,000 bales greater. It is interesting to note in this connection that when we analyze the world's total visible supply of cotton of all growths, the record-breaking magnitude of which has been much dwelt upon of late, we find that the alleged excessive supply is confined to only two growths, i.e., American and Egyptian, whereas the supply of all other growths is actually much smaller than it was a year ago. Thus at the end of last week the world's visible supply of American cotton was 1,819,000 bales greater than it was on the same date in 1930; but the supply of all growths (including American) was only 1,697,000 bales greater. On the face of these figures, therefore, the visible supply of foreign growths is now smaller by 122,000 bales than it was last year; while as regards foreign growths other than Egyptian the case is even stronger, since lack of demand for Egyptian cotton from the United States has caused the accumulation in Alexandria alone of an excess supply of nearly 300,000 bales. It follows, then, that the world's visible supply of growths other than American and Egyptian is almost half a million bales smaller than it was at the end of January, 1930.

Stocks of Indian Cotton in India Go Below 1929 Level

Stocks of Indian cotton in India have been reduced to a level substantially lower than one year ago or two years ago, through a decrease in the Indian crop prospect in recent weeks combined with a high rate of consumption by Indian mills and very large exports by India, according to the New York Cotton Exchange Service. The total stock in India on December 31 this season, in 400-pound bales, including the estimated unpicked and unmarketed portion of the current crop, was approximately 5,414,000 bales, compared with 6,131,000 on the same date last season and 5,841,000 two seasons ago.

"It may be noted," says the exchange service, "that the end-December stock this season was larger than that three seasons ago, when it was 5,222,000 bales, and it was also larger than that four seasons ago when it was 4,634,000 bales. However, in the five months from August 1 to December 31 this season, the distribution out of the stock in India, through consumption in India and exports by India, was about 2,245,000 bales compared with only 1,560,000 in the same period three seasons ago and 1,541,000 four seasons ago, or an increase of 50 per cent.

"Consumption by Indian mills has held up extremely well considering the political turmoil in India, and in the first five months of this season it was about the same as in the same period last season, or around 900,000 bales. Meanwhile, exports in the first five months of the season have totaled 1,345,000 bales again 1,124,000 in the same period last season, an increase of 221,000 bales."

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PERSONAL NEWS

J. R. Riggins is overseer of carding at the Spofford Mills, formerly the Delgado Mills, Wilmington, N. C.

J. R. Turner is overseer spinning at the Spofford Mills, formerly the Delgado Mills, Wilmington, N. C.

J. S. Albright is master mechanic at the Spofford Mills, formerly the Delgado Mills, Wilmington, N. C.

J. B. Kirby has resigned as overseer of weaving at the Augusta Factory, Augusta, Ga.

W. L. Taylor has resigned as assistant superintendent of the A. A. Shuford Mill Company, Hickory, N. C.

J. B. Hornaday has become overseer of weaving at the Spofford Mills, formerly the Delgado Mills, Wilmington, N. C.

Clayton Webb, of the Augusta Factory, Augusta, Ga., has become overseer of weaving at the Langley Mills, Langley, S. C.

Frank S. Dennis has resigned as assistant treasurer of the Ware Shoals Manufacturing Company, Ware Shoals, S. C.

Wat Tucker has resigned as second hand in spinning at the Entwistle Mills No. 1, Rockingham, N. C., to become overhauler at the Cannon Mills, Kannapolis, N. C.

W. H. Ferguson has resigned as overseer of cloth room at the Manetta Mills, Lando, S. C., and accepted a position with the Dan River Mills, Schoolfield, Va.

J. S. Polk has been promoted from second hand in weaving to overseer of the cloth room at the Manetta Mills, Lando, S. C.

A. C. Henderson has been elected president of the Hickory Overall Company, Hickory, N. C., succeeding the late J. D. Elliott.

Daniel Williams has been transferred from second hand in spinning at the Entwistle Mills No. 2, Rockingham, N. C., to a similar position at the Entwistle plant No. 1.

E. T. Switzer, who has for some time been manager of the Cleveland Cloth Mills, Shelby, N. C., will hereafter have charge of the sales of the mill's products and will be located in the New York offices of the company.

O. M. Mull, who has been executive counsel for Governor O. Max Gardner, has resigned that position to become general manager of the Cleveland Cloth Mills, Shelby, N. C., of which Governor Gardner is president.

C. L. Ashley, for the past 28 years associated with the St. Johnsville (N. Y.) branch of the Union Mills, Inc., and who for the past several years has been manager of that branch, has been appointed general manager and treasurer of the Gardiner-Warring Mills, Florence, Ala.

H. W. Ormand has resigned as superintendent of Union Bleachery, Greenville, S. C., effective February 15th. Mr. Ormand has been associated with Union Bleachery for twelve years, serving in various capacities. His future plans have not been announced.

James A. Greer, of Greenville, S. C., has been appointed Southern representative for the Wickwire Spencer Steel Company, of New York City, manufacturers of "Wissco" Card and Napper Clothing.

Mr. Greer is a practical textile manufacturer, having spent many years in Southern cotton mills as a carder, spinner and superintendent, as well as Southern manager

for several textile publications. Such experience has given him a thorough understanding of the operating needs of the textile manufacturers.

Mr. Greer's extensive travels throughout the Southern textile field have made him one of the best-known men in that section, and his host of friends will be interested in learning of his affiliation with the Wickwire Spencer Steel Company.

C. P. Thompson, assistant treasurer of the Trion Company, Trion, Ga., who has been in temporary charge of operations at the Ware Shoals Manufacturing Company, Ware Shoals, S. C., will hereafter have permanent charges of the Ware Shoals as well as the Trion plant. Both are under the same management.

OBITUARY

HENRY PLATT

Henry Platt, member of the firm of Platt Brothers, Roubaix, France, died recently at his home there. He was one of the best known men in the textile business in Europe.

With his brother, Henry Platt, developed metallic card clothing, which has been a material contribution to the science of cotton. This card clothing is now being used by an important number of Southern mills.

Platt Brothers are represented in the United States by Francis L. Hill, of Lexington, N. C.

McC Campbell Heads Textile Merchants

Officers were elected at the organization meeting of the board of directors of The Association of Cotton Textile Merchants of New York Thursday. Leavelle McCampbell of McCampbell & Co., Inc., will be president for the coming year; Walter S. Brewster of Pacific Mills was elected vice-president; William W. Coriell of William Whitman Company, Inc., was elected treasurer; Perry S. Newell was re-elected secretary and Norman E. White was re-elected assistant secretary.

The directors also appointed an executive committee consisting of the President, the Vice-president, William J. Gallon, Floyd W. Jefferson and Gerrish H. Milliken.

Other committees for 1931 will be appointed at the first regular meeting of the directors.

BOARD OF DIRECTORS—1931

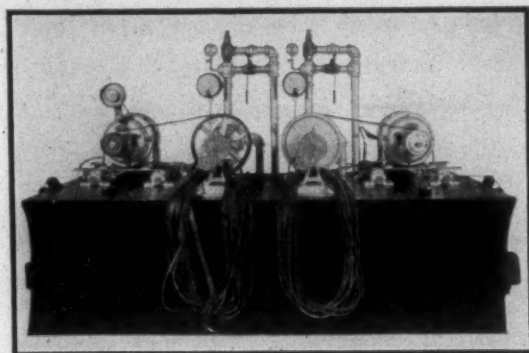
Terms expiring at annual meeting—1934: Willard A. Coriell, of William Whitman Company, Inc.; Floyd W. Jefferson, of Iselin-Jefferson Company; Leavelle McCampbell & Co., Inc.; Michael R. Reeves, of Reeves Brothers, Inc.

Terms expiring at annual meeting—1933: Walter S. Brewster, of Pacific Mills; William J. Gallon, of J. P. Stevens & Co., Inc.; Gerrish H. Milliken, of Deering, Milliken & Co., Inc.; George Walcott, of Hunter Mfg. & Commission Co.

Terms expiring at annual meeting—1934: Willard A. Baldwin, of Woodward, Baldwin & Co.; Charles D. W. Halsey, of Turner, Halsey Company; George P. Ray, of Riverside & Dan River Cotton Mills; Henry C. Taylor, Clapp & Beall.

The senior class of State College Textile School has made two inspection trips to mills during the past week, in order to study various phases of textile manufacturing under actual mill conditions. These inspection trips are part of the requirements for the graduation of students from the Textile School.

DID YOU SEE IT?



A photograph of Houghton's belt demonstrating apparatus exhibited at the recent New York Power Show held at the Grand Central Palace.

In a convincing demonstration at the recent New York Power Show, thousands of interested engineers were amazed when they witnessed the ease with which Houghton's flat VIM Leather Belting outpulled V-Belting.

The V-Belt isn't a bad belt. It is a worthy competitor, and, considering its youth, is doing pretty well. But nevertheless in spite of the goodness of V-belting it falls far short of being the equal of VIM flat leather belting. This has been proven by thousands of tests made by unbiased transmission engineers as well as by the thousands of tests conducted in our own research laboratory and in actual experience on all kinds of drives throughout the world.

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Sloan Reports Progress in South

Important accessions to the declaration of policy for the voluntary discontinuance of night employment of women and minors were reported from Columbia, S. C., by George A. Sloan, president of the Cotton-Textile Institute, who on Saturday of last week completed a personal survey of many mill centers in Georgia and North Carolina.

In his report to the Institute Mr. Sloan indicated that the leaders of the industry in Georgia have now almost unanimously subscribed to the recommendation.

"To name a few the list includes W. D. Anderson, of Macon; Cason Callaway, of LaGrange; W. J. Vereen, of Moultrie; W. C. Bradley, of Columbus; Harry Williams, of Columbus; George Harris, of Atlanta; George Lanier, of West Point; R. T. Jones, of Canton; Benjamin Riegel, of New York, with mills at Trion; the McCampbell interests at Augusta; Coit Johnson, of New York, with mills at Dalton; H. F. Jones, of Calhoun; Charles Ensign, of Forsyth; the Flint River Mills at Albany; J. H. Cheatham, of Griffin; J. J. Scott, of Scottdale; John P. King Manufacturing Co., Augusta; Newnan Cotton Mills of Newnan; Mary Leila Mills at Greensboro; the Deering, Milliken Mills at Palmetto and Gainesville; the Hightower interests at Thomaston; the Pepperell Manufacturing Co. at Lindale; the Consolidated Textile units at Lafayette and Pelham, and the Cedartown Cotton and Export Co. at Cedartown." Altogether seventy-four Georgia mills have subscribed.

Mr. Sloan's report continues:

"Georgia newspapers, without exception, are giving this plan their whole-hearted support. The Atlanta Constitution carried a strong editorial on Wednesday. The Atlanta Journal devoted its leading editorial to the subject on Thursday. The Associated Press sent out a report of progress over its wires from Atlanta on Monday and from Macon again on Wednesday.

"On Friday I attended a joint meeting of mercerizers and combed yarn spinners in Gastonia which had been kindly arranged by President Hart, of the Mercerizers' Association, and President Robinson, of the Gaston County Textile Manufacturers' Association so as to give me an opportunity of exchanging views with these two important groups regarding the institute's night work recommendation. The meeting was altogether satisfactory; everyone present was favorable to the principle and this should, in a few days, mean the added support of approximately 400,000 combed yarn spindles.

"While in Gastonia I had the pleasure of meeting with a group of local ladies who, with the aid of the Gastonia Chamber of Commerce, are engaged in a constructive program of encouraging greater use of cotton wearing apparel. They are planning to extend this type of work so as to embrace women's clubs in principal Southern cities. The institute's new uses section, I was glad to find, is affording valuable help which is fully appreciated.

"In Charlotte Friday afternoon B. B. Gossett met me and together we visited several mill centers and are delighted to report that Alex Shuford and Sidney Cooper, who had previously expressed approval of the principle, have now subscribed to the declaration of policy. Most of our North Carolina directors are engaged in tense follow-up work and prospects are good for this State to show 'handsome majority' for the discontinuance of night work for women and minors."

not how many
but how well served

WHEN three of the most popular rayon flat crepes sold by three prominent houses are made from Enka yarns, it is proof that we have served well. When several prominent Southern mills turned to Enka yarns because quality and handling permit steadier maintenance of high volume output, it is further proof that we have served well. During the first full year of production, which ran to steadily increasing capacity, American Enka yarns were sold to selected mills in various lines located in various sections of the country. *It was a case of how well we could serve and not how many.* Not only did the yarn give a first class account of itself but the cooperation of our technical and mer-

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FATE
OF A
FABRIC
HANGS
BY A
THREAD**

**AMERICAN
ENKA**

chandising departments was significant. Enka yarns are now produced in sufficient volume so that we are in a position to serve a few more mills who want more than just to buy raw materials. In deniers from 50 to 300, in standard or multi-filaments, in skeins, on cones or spools, bleached or unbleached. Soon American Enka's new dull lustre yarn will be ready, but it will only be delivered when we are sure it measures up to the safety factor we demand.

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SOUTHERN TEXTILE BULLETIN

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The Victims

As stated last week, a conservative estimate of the wages lost by those who participated in the strike at Danville, Va., is between \$700,000 and \$800,000 and not a single thing was acquired by the strikers as an offset against that loss.

The victims of the strike, that is, the strikers, have just grounds for a suit against both the United Textile Workers and the American Federation of Labor, and we believe that they could recover part of their losses if a suit was brought.

Seldom has more deliberate and willful deception been practiced upon any people and with such an absolute disregard for their suffering.

When the strike was called the United Textile Workers, through their agents at Danville, promised to feed and care for those who walked out.

The American Federation of Labor met at Atlantic City on September 8th and not only endorsed the strike but pledged its financial support to the strikers, but the promised aid was never given.

William Green, president of the American Federation of Labor, made two trips to Danville and on each occasion assured the strikers of the financial support of his organization.

When the strike showed signs of collapsing, and when the strikers were suffering severely, Frank Gorman, the vice-president of the United Textile Workers, went to Washington, D. C., and returned with the statement that the American Red Cross had agreed to feed the strikers, which statement was absolutely false.

He knew that the statement was false and that the hope aroused by same would cause additional suffering.

When the strike was finally cancelled a repre-

sentative of the United Textile Workers read before the meeting a fake agreement with the mill and also published a statement to the effect that the mill had changed its attitude towards the employment of union members when they knew that there had been no change.

In 1921, the United Textile Workers had, according to their own figures, 104,700 members in New England, but so discredited have they become that they have now less than 5,000 members in that section and only one mill of any size now gives them recognition.

They knew when they stirred up the trouble at Danville that chances were almost 100 to 1 against their securing recognition but they were willing to gamble upon it, especially so as the loss would be upon the local strikers.

The gamble they took cost the strikers \$700,000 to \$800,000 in wages and many weeks of suffering.

Frank Gorman and the others who were responsible for the gamble received their salaries regularly and neither lost a penny nor suffered for food.

Long before the strike ended both Frank Gorman and William Green knew that there was no hope of success but they stalled the strikers with false visions of support, including support from the Red Cross and let them continue to lose wages and be hungry.

They played the same game of deception many times in the North and that is the reason they have lost more than 100,000 members in that section.

They played the same game at Charlotte in 1921 until the strikers became so bitter towards Thos. F. McMahon that he found it advisable to slip out of town under the cover of darkness.

They dared not allow him to show his face at Danville.

The mill operatives of the South have suffered much and lost millions in wages, as the result of listening to professional organizers who sought union dues as the means of securing their salaries.

Every large textile center in the South has now had its strike and the mill operatives of each center have had the experience of being deceived.

We believe that the United Textile Workers know now that their day in the South has passed.

The Effect of Union Co-operation

On page 8 of this issue we are reprinting a very interesting editorial, from The Textorian of Greensboro, N. C., making an interesting comparison of operation of the Naumkeag Steam

Cotton Company as a closed shop mill and the Riverside & Dan River Cotton Mills as open shop mills.

The Naumkeag Steam Cotton Company (Pequot Mills) of Salem, Mass., will be recalled as the mill cited by the Textile World last year as an example of the benefits to be derived from union co-operation.

January Brought Some Improvement

Further improvement in the cotton goods situation is reflected in the report from the Cotton Textile Merchants Association covering the market statistics for January.

All of the items in the report are on the favorable side. The ratio of sales to production was 118.3 per cent. Shipments exceed production by 4.2 per cent. Stocks showed a decrease of 2.3 per cent. Unfilled orders at the close of the month were 9.9 per cent higher than on the first of the month.

The decrease in stocks and the increase in unfilled orders are particularly encouraging.

Reports from various mill centers during January indicated that production was being increased by a number of mills. This is reflected in the weekly rate of production during the month, which was higher than that in January. The weekly rate of production in January was 50,537,000 yards, whereas the weekly rate in December was 46,810,000 yards.

Business so far in February has shown that buyers are slackening their purchases somewhat after the heavy coverage during January. The decrease in sales so far this month, however, was not sufficient to have brought about the recent price decline in gray goods. That decline must be charged up to poor merchandising.

Developments in recent months have shown that the mills are increasingly aware that production must be watched very closely and that their hope of again getting the market for their products on a satisfactory basis depends to a great extent upon keeping production within the bounds of demand. This is, of course, very sound reasoning. It is a policy that sharply contradicts the action of the mills in past years. Time after time, when demand has began to quicken, the mills have rushed headlong into capacity operations. As a result, they lost all chance to make a profit as sales increased.

We trust that the short sided policy of former years has brought about realization of the necessity of controlled production. Certainly the mills are nearer to complete acceptance of this idea than they have ever been before.

It must be borne in mind, however, that the

mere act of curtailment, in itself, cannot cure all the market ills under which the mills have suffered. Curtailment is the first step in that direction, but to be fully effective must be backed by sounder merchandising methods than have been previously practiced.

The whole system of merchandise distribution in America has gone through revolutionary changes in recent years. The old methods are permanently gone.

It is essential that the mills continue to produce only what they can sell and just as essential that selling methods be revised in keeping with the new idea of production policies.

Our Twentieth Anniversary

On March 5th we will celebrate the Twentieth Anniversary of the establishment of the Southern Textile Bulletin with a special edition which will be a combination of an Anniversary Number with our Annual Review Number.

The Southern Textile Bulletin made its first appearance on March 2nd, 1911, and has spent twenty years serving the textile industry of the South.

We will welcome birthday letters from our friends throughout the textile industry and its allied textile machinery and supply business and would be pleased to receive such letters in time for publication in our issue of March 5th.

Carolina Mills Make Many Finished Products

One of the most important phases of textile development in North Carolina in recent years has been the tremendous increase in the production of finished products. There has been a steady increase in the number of plants that produce merchandise ready for the consumer.

This is well illustrated this week by the display of Made-in-Carolina products being featured at the Efrd Department Store in Charlotte.

The exhibits at Efrd's include blankets, sheets, pillow cases, bedspreads, towels, bath mats, rugs, hosiery, underwear, bathing suits, shirts, work clothes, cotton batting and absorbent cotton, tapestry, curtains, neckwear, sweaters, sewing thread, dresses, aprons, and a long list of fabrics for use of manufacturers of these and many other products.

The South, as a producer of practically all kinds of yarns and fabrics, offers a wonderful opportunity to the cutting-up and other manufacturing trades. We predict that future textile development will show a marked trend toward expansion in this division of the industry.

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MILL NEWS ITEMS

COLUMBIA, S. C.—The Pacific Mills have recently purchased a set of Breton mineral process equipment model R (oil spraying of cotton) from the Borne Scrymser Company.

RALEIGH, N. C.—The North Carolina State College of A. & E. have made installation of the new 1931 type R Breton mineral process, purchased from Borne Scrymser Company.

COLUMBUS, GA.—The Columbus Manufacturing Company has re-arranged its cloth and finishing departments, adding seven Hermas Shearing Machines, and allowing the cloth in process to have a continuously parallel motion through these departments. This new arrangement eliminates all re-tracking in process.

CONOVER, N. C.—The Conover Knitting Company has been incorporated here by A. L. Shuford and A. L. Shuford, Jr., of this place. It is understood that the new company will re-equip the mill building that formerly housed the Conover Hosiery Mills. The machinery in this plant was removed some time ago.

KINSTON, N. C.—Resumption of operations at the Caswell Cotton Mills here is planned if operating capital is secured. The plant is one of the best equipped in the South. The company is out of debt and the plant is in good condition, according to experts. The Chamber of Commerce will attempt to secure financial assistance for the owners.

DANVILLE, VA.—Riverside & Dan River Cotton Mills, Inc., are opening a shorting department in New York under the direction of Lester R. Walls and James F. Grimes, through which they will sell finished broadcloths, shirtings, underwear and pajama fabrics, etc., direct to the manufacturing and jobbing trade. This became known coincident with the termination of business of the Lester R. Walls Co., of which Mr. Walls was president and Mr. Grimes secretary-treasurer.

HICKORY, N. C.—Full time employment and increased output during the past year were shown in the operations of the Hickory Overall Company, according to the annual report read at the stockholders' meeting. Additional machinery has been installed and other improvements made.

A. C. Henderson, who has been with the company since its organization, has been elected president to succeed the late J. D. Elliott. C. C. Henderson is vice-president and John L. Henderson is secretary and treasurer.

CHATTANOOGA, TENN.—Following a meeting of stockholders here Standard-Coosa-Thatcher Company announced best earnings in the history of the consolidated company during the first quarter of the company's fiscal year. The period for which record earnings were reported included the closing months of 1930. The usual quarterly common and preferred stock dividends were declared. According to a statement made by T. H. McKinney, vice-president and general manager, the plant does not expect to make any major improvements this year. The plant is operating at full capacity.

MILL NEWS ITEMS

TUXEDO, N. C.—Green River Company is now operating on a 50 per cent basis, but 140 yarns are being manufactured, and orders are being filled as they are received. The yarns are finding a ready market in the New England lace trades which formerly used yarns manufactured in England.

EAST FLAT ROCK, N. C.—The East Flat Rock plant of Chipman-Burrowes Hosiery Mill Company plans to install some of the latest machinery used in the manufacture of hose, entailing the expenditure of between \$20,000 and \$30,000. The mill is operating on a 75 per cent basis, night and day, for a total of 110 hours per week, and 150 people are employed.

"We have begun the year better than we did the year 1930," says V. C. Burrowes, manager of the plant. "Although prices for our goods are not what we would ordinarily expect under normal conditions, we feel that we are doing as well as possible under conditions."

RUTHERFORDTON, N. C.—Rutherfordton will get a new industrial plant which is expected to start next week and will be known as the Doncaster Collar & Shirt Co., Inc.

Machinery will be installed this week and work is expected to start next week, or soon.

The plant will manufacture a high grade of shirts with collars to match, also shirts without collars. The trade mark, which has been registered, will be "Fashionset." The goods manufactured here will be from a high grade broadcloth and fancy shirting and will stress quality.

The new factory is being incorporated under the laws of North Carolina as the Doncaster Collar & Shirt Co., with an authorized capital of \$100,000; \$75,000 common stock and \$25,000 preferred stock.

CLARKSDALE, MISS.—A hemp mill to take fiber from hemp stalks and convert the substances into materials for rayon, linens, paints, varnishes and other products will be established in Clarksdale within 60 days and be ready for operation by the time the new crop comes in, according to announcement made by W. C. Miller, of the World Fibre Corporation of America, located in Chicago. Mr. Miller and associates have been in Clarksdale for several weeks making arrangements for the construction and opening of the plant.

The decision as to the location of the plant at Clarksdale was reached at a meeting of representatives of the World Fibre Corporation, including Mr. Miller, planters and bankers and other business men of this city. Plans are proceeding for the planting of 5,000 acres of hemp in the delta this year, which will be used by the mill. The acreage, which is pledged by planters in the delta, will be doubled next year.

Machinery for the plant will arrive in Clarksdale by March 1, Mr. Miller said. W. C. Miller, J. C. Arvidson, M. C. Finney and R. E. Miller, of Chicago, representing the corporation, have made arrangements for the site of the plant, which will be in Clarksdale suburbs. Contracts are being signed by which the corporation agrees to pay \$10 a ton for raw hemp, which will be desiccated into fibre and hurds at the mill and baled and sent to Northern manufacturing companies. Approximately 100 men will be employed at the plant this year and in addition it will be of benefit to the cotton plants who will raise hemp and sell to the plant.

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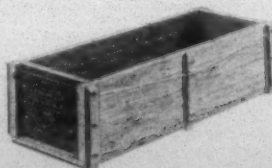
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RAYON SIZE

MILL NEWS ITEMS

AUSTELL, GA.—J. E. Sirrine & Co., Greenville, S. C., architects and engineers for the new Clark Thread Company development here, have retained E. S. Draper, landscape architect, Charlotte, N. C., to make plans for the first village development.

WACO, TEX.—Fifty machines will be installed as the initial unit of the J. M. Wood Manufacturing Company, capitalized for \$20,000, which is to begin operations here February 15. The new firm will engage in the manufacture of work garments, including uniforms and smocks. Officers of the company are: President, J. M. Wood; vice-president, R. B. Albaugh; secretary-treasurer, J. W. Ratliff.

CHATTANOOGA, TENN.—Four additional hosiery machines were recently purchased by the Bryan Hosiery Mills, Inc., of this city will be in operation by March 1. They were purchased from the Textile Machine Works of Reading, Pa., and are 42-gauge, 24-section, full-fashioned machines.

HIGH POINT, N. C.—The certificate of incorporation of the Helig Hosiery Corporation of High Point, with authorized capital of \$100,000. L. R. Helig, L. B. Helig and Horace Hayworth, all of High Point, incorporators, was filed for record in the clerk of Guilford Superior Court's office.

NIOTA, TENN.—At the recent meeting of the stockholders and directors of the Crescent Hosiery Mill reports showed a very prosperous business during 1930 and a 10 per cent dividend was declared and paid. Announcement was made that the operatives would receive an 8 per cent increase in wages.

SEVIER, N. C.—The Sevier Knitting Mill, recently acquired by Dr. G. S. Kirby, W. W. Neal, president and treasurer of the Marion Knitting Mills, Inc., of Marion and a prominent knitting mill executive, and M. L. Good, who was president of the Sevier Knitting Mill before changing hands, has resumed operations. The plant has been leased by J. A. Ruth of High Point, N. C., for a

year, with the privilege of renewing the lease at the end of that time. Mr. Ruth is a prominent knitting man and is well known in hosiery circles and was formerly connected with the Marion Knitting Mills, Inc., of which Mr. Neal is head.

ATLANTA, GA. — H. Lane Young, vice-president and executive manager of the Citizens and Southern National Bank of this city, was host to a number of prominent textile executives and other business men whom he entertained at a dinner in honor of John B. Clark, president of the Clark Thread Company of Newark, N. J., who has been in Atlanta; and eighteen miles from Atlanta where the new Southern plant is to be constructed. J. E. Sirrine of Greenville, S. C., of the firm of J. E. Sirrine & Co., textile engineers and architects and construction engineer of the new Clark Thread Company, and W. S. Loftus, vice-president of this company, were among the guests. It will require eight months to complete the task of building and equipping the thread mill and auxiliary buildings and a village for housing the employees. Preliminary work has been started and contracts for the construction work will be let within a week or ten days, which will be followed by the actual construction work before the end of February. The new plants will cost \$1,000,000 and another \$1,000,000 or \$1,500,000 will be expended on equipment.

Pacific Mills Lose \$2,417,886 in 1930

Boston, Mass.—A net loss of \$2,417,886 is reported by the Pacific Mills for the calendar year 1930 after all charges, including the regular full depreciation charge amounting to \$1,458,801 and inventory markdown of \$862,219. In 1929 there was a net profit after all charges of \$1,031,168. Net sales for the year 1930 amounted to \$36,843,572 and the cost of goods after sale was \$36,630,687, thus leaving an operating profit of \$212,885, net.

There was a net gain in interest charges of \$41,296, but after depreciation and inventory adjustment noted above and amortization of discounts and return of term notes of \$141,490 and other charges of \$245,556, the net loss was \$2,417,886. Balance sheets show total assets of \$65,921,992 on December 31 last, including cash, \$1,892,908; accounts receivable, \$6,345,775; inventory, \$8,861,692; insurance premiums on deposit, \$301,489; prepaid items, \$62,072, and plant at book value at \$48,458,056, including additions, since last report, at cost.

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Everybody's Business

(Continued from Page 5)

movie for teaching in schools. Busy men who cannot afford the time necessary to travel to conventions will use the canned speech as a substitute for a personal appearance. Graduating classes will be addressed by celebrated men and women who have long since died.

Agencies will soon be organized to secure talking pictures of famous people and maintain a library of these films. In this way we will develop an educational Hollywood from which the distinguished men of yesterday will come forth upon demand to show us their deeds and tell us the thoughts that made them renowned while alive.

And talking of education, our schools will extend their recruiting grounds into the "earlier years of infancy." Because of recent studies that disclose the great importance of the first six years of a child's life, the pre-kindergarten school idea will spread rapidly. Schools will be financed in a way that will not allow the accidents of birth and residence to handicap the life of the child from the start. Teacher-training will become more efficient and salaries will be made more attractive through greater security of tenure, old-age retirement and the provision of clerks and machines to do routine work.

Our colleges will find more ways to aid students who must earn money to help pay their way. They will broaden their curricula by adding many new courses. One university recently announced a schedule of training that will fit young men for international business. There will be less unwillingness on the part of the workers in the physical sciences to recognize the social sciences. Doubtless the greatest field for education in the future will be human relations. There will also be a closer union between science and religion. We will recognize the folly of believing that knowledge and science are mutually exclusive terms and have no inter-connections.

But of all the coming developments in the field of education, none will be more important than the creation of a Department of Education with a secretary in the President's Cabinet. This will afford public education the scientific leadership and fact finding which have been provided by the government in the fields of agriculture, commerce and labor.

Tomorrow will bring us international industrial statistics which will tend to stabilize world industry. All nations will benefit from a free and full interchange of interchange of information that is not of a direct competitive nature and does not involve secret processes. As gold production declines and we approach closer to the top limits of efficiency in the handling of credit, more and more people will develop sufficient faith in an index number to be willing to try the experiment of substituting it for the gold standard.

While there is hope that the next ten years will bring us a millennium, we may be sure that the advances it will disclose will produce vital changes in life and industry. We will see more clearly the danger of over-accentuated individualism or too-long-maintained isolation. There will be more voluntary co-operation and less free competition. Management will bring about a better industrial co-ordination, and the result will be a more uniform distribution of income.

National bureaus and boards set up to gather facts and advise business and law-making bodies will help greatly in curing overproduction and wasteful marketing. Major economic undertakings will be carried on more closely in accordance with a master blueprint, national distributors will be able to analyze markets efficiently. The movement of industrial goods represents a volume of business estimated at \$35 billion annually. By introducing the same efficiency in marketing that prevails in the processes of manufacture, the saving to the public will total billions of dollars a year.

In the years just ahead we will live under the influence of the scientific spirit, which means that everything will be questioned. Loose-leaf minds will be the preferred type because of the necessity for the frequent tearing out and casting aside of accepted beliefs.

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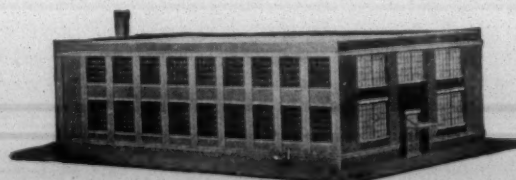
TOPS RECLOTHED

LICKERINS REWOUND

COTTON MILL MACHINERY REPAIRED

For Prompt Service send your Top Flats to be reclothed and your Lickerins to be rewound to our nearest factory. We use our own special point hardened lickerin wire.

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 215 Central Ave., S.W., Atlanta, Ga.
 Textile Supply Co., Texas Representative, Dallas, Texas



Expect Current Low Prices to Stimulate Textile Trade

The textile industry as a whole will show more strength than general business during the first half of 1931, due to the fact that prices for both raw and finished products recorded greater deflation in 1930, than prices for other commodities. This is the opinion expressed in the current issue of the Textile Organon, published by the Tubize Chatillon Corporation. Textile prices in 1930 showed a drop of 18 per cent as against only 14 per cent for general prices.

Reviewing conditions in the rayon industry it is said that the recent price cut was "constructive to the rayon industry. The purpose of the price cut itself was to take public cognizance of conditions which actually existed, and in that sense, it clarified the picture. Now that the market is in a state of fairly stable equilibrium, there is no sound reason why it should not stay in this condition indefinitely or even improve.

"Rayon prices today are in a better competitive position relative to silk prices than has been the case in over a year. If the favorable market condition of the past two weeks, in comparison to the chaotic situation at the end of 1930, is an indicator, it should be clear that what the rayon market needs is stable prices and not cut-rate prices.

"We believe that constructive forces are at work in the industry, the results of which may not be fully felt

for six months or even a year. The only definite fact known to us in this connection is that the industry has decided to solve its problems; the exact method of solving them is of less importance than the knowledge that they will be solved. We believe that the January price cut, and its attendant announcements of policy, was only the first step in a constructive program to solve the industry's problems."

Continuation of the trend of lower imports and increasing exports of rayon "will continue during 1931, especially if the market continues the stability shown in the last two weeks." Exports for 1930 totaled 345,169 pounds against 223,000 pounds in 1929, while imports totaled 5,648,651 pounds in 1930 against 15,950,456 pounds in 1929.

Cotton prices have firmed somewhat since the December low points, says the review, that "for the first five months of this year, we expect to see little net change in cotton prices from the 10-11 cent level." "While the usual speculations have already begun as to the size of the 1931-32 cotton crop, we believe it is entirely too early to even make estimates thereof. Suffice it to say that low cotton prices will tend to reduce the cotton acreage to be planted this year."

The opinion expressed on wool is that "we feel that wool prices are still too high in comparison with the prices of the competing fibres. Weakness in foreign auctions during January reflect this condition somewhat. We should not be surprised to see lower wool prices within the next two months."

THIS RE-SETTING TANNER TYPE



Running	75	% production your counter should register at stopping time each day:					
		MON.	TUE.	WED.	THU.	FRI.	SAT.
DAY	74	149	223	227	371	405	
NIGHT	81	162	243	342	405		

PICK COUNTER

shows up lagging looms
by continuous check-up
of actual production . . .
compared with standard.

You set the counting units to zero, so production registers from start of pay period only. Your weaver notes the expected production, posted in card holder on Counter. He sees where he stands on production—any minute. He governs his work to get the required total.

* Re-setting counting-units interchangeable with all existing Root type Pick Counters. Write for particulars or free trial installation.

Builders of Counters
for every textile
mill use . . .

Feeder-ROOT INCORPORATED

HARTFORD, CONN.

Manufacturers of
Pick Counters
for 22 years . .

We're Going to Celebrate
Our Twentieth Birthday !

MARCH 5TH

by publishing a

20th Anniversary and Annual Review Number

*Covering Every Branch of the Southern Textile Industry, With Feature Articles
Devoted to the Developments That Have Taken Place During the Past 20 Years in*

COTTON MANUFACTURING

RAYON AND ITS PRODUCTS

KNITTING; DYEING, BLEACHING AND FINISHING

TEXTILE MACHINERY

The unusually interesting editorial content of this Number will intensify reader interest and add materially to its value as an advertising medium for covering this **BIG, ACTIVE SOUTHERN TEXTILE MARKET**. *Space should be reserved immediately and copy supplied at the earliest possible moment. Regular rates will apply.*



DuPont New Extra Dull Yarn

DuPont Rayon Company is offering a new extra dull luster yarn to underwear and hosiery trade, according to reports received by the trade. This yarn is described as being much duller than the established types of "Lolustra" the company's ordinary soft luster yarn.

As yet DuPont has not made any announcement or quoted prices, but those in the trade state that salesmen of the company have offered them 150 denier yarn at 75 cents, which is the same as the base price for regular bright yarn in this number.

It is stated that so far the yarn is offered solely on cones and that the present offerings are for the most part to the underwear trade, although some hosiery mills have tried it out.

Special Chinese Taxes On Cotton Yarn

Washington.—The special Chinese excise taxes on cotton yarn, to apply to both foreign and domestic goods, and scheduled to replace likin and similar taxes, became effective February 1, according to a radiogram received in the Department of Commerce from Commercial Attache Arnold, Shanghai.

The excise duties for the above were the first three to be promulgated of the 19 classifications of products which are to come under this special excise taxation.

Foreign goods are to pay excise duties in addition to the regular import duty. Chinese native goods will also pay these new taxes excepting when exported from the country.

Institute Gives Data On 1900 and 1929

Two bulletins issued recently by the Cotton-Textile Institute give an interesting comparison of statistics for the cotton industry for the years 1900 and 1929. It is shown that while the industry's investment increased during this time from 500 million dollars to two billion, and the value of its product increased from 350 million to \$1,502,998,466, its profit rose from 62 million only to 64 million.

The bulletin asks co-operation to increase and expand the uses of cotton. "Prosperity for King Cotton—he has started on the way," is the heading.

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Wanted

Position as office manager, bookkeeper. Expert in credits and collections. Twelve years experience assistant to president and treasurer of yarn mill. Thirty-seven years old. Will go any where for interview. Address T. M. S., P. O. Box 441, Kinston, N. C.

Wanted

Four Draper Spoolers to take spools 4x6 gauge, 4 1/2", 70 spindles each side; also 300 to 400 12x36 Fibre Roving Cans. Address "Spoolers," care this paper.

Textile Wet Finishing Machinery Water Power Equipment Rolls—Wood, Metal, Rubber

RODNEY HUNT MACHINE COMPANY
33 MILL STREET ORANGE, MASS.

PATENTS

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A former member of the Examining Corps in the United States Patent Office. Convenient for personal interviews.

PAUL B. EATON

Registered Patent Attorney
Offices: 218 Johnston Bldg.
Charlotte, N. C. Phone 7797
314 McLachlen Building
Washington, D. C.

Industry Can Use Only Modern Machines

(Continued from Page 10)

ing marvelous progress in the development of their designs," Dr. Klein pointed out. "In the year 1930 alone, machine tool builders announced over a thousand improvements—and these improvements are so outstanding that many a machine becomes too expensive to operate long before it is worn out," he declared. "Take just one of numerous cases that have come recently to my attention: Six machines were ordered for a certain operation in manufacture. Before they were delivered a better design had been developed. These machines were actually obsolete before they could be put to work. What did the management do? Was it 'penny wise and pound foolish?' Did it try to 'make shift for a while' with the inferior equipment? No, this firm had both courage and true wisdom; it paid the bill, quietly scrapped the six machines, and replaced them with the better types."

Makers of Overalls Meet in Greensboro

Greensboro, N. C.—Standard specifications on overalls claimed the attention of a group of overall manufacturers who met at the King Cotton Hotel at the invitation of A. F. Allison, of New York City, secretary of the International Garment Manufacturers' Association. The dozen manufacturers present were asked to serve as committee to make a further study of the subject, and report at the Association's convention in Chicago the first week in March.

The business session lasted from 11 o'clock in the morning until 4 in the afternoon, with an intermission for luncheon. In addition to Mr. Allison the following were present: R. W. Baker, A. F. Harlin, M. H. Zaubler, Greensboro, and I. J. Wall, Middlesboro, Ky., of the Blue Bell Overall Company; Mr. Guillot, of the Buckeye Overall Company, Versailles, Ohio; C. L. Kidd, of the Big Jack Overall Company, Bristol, Va.; R. H. Pritchard, of the Blue Buckle Overall Company, Lynchburg, Va.; Frank McClenegan, of the Regal Manufacturing Company, Knoxville, Tenn.; Homer Hudson and Mr. Garrett, of the High Point Overall Company, High Point; C. H. Snyder, of the Globe Superior Corporation, Abingdon, Ill.; Buck Scott, of the Scott-Mebane Company, Graham.

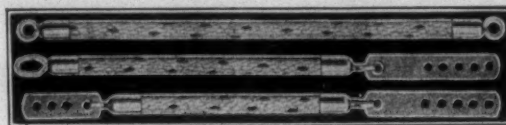
Additional guests for the luncheon were: D. W. Copeland, of the Scovill Manufacturing Company, Atlanta, Ga.; Lyndon W. Joyce and Luke Venning, of the Southern Webbing Mills, Greensboro; Mr. Lipscomb, of the Big Jack Overall Company, Bristol, Va.; L. H. Sellars, Herman Cone, and J. E. Hardin, of the Cone Export & Commission Company; C. C. Hudson, H. H. Overton, C. W. Cloninger, A. D. Rodgers, and R. W. Schaner.

To Stage Cotton Festival

Gastonia, N. C.—Tentative plans for a great Cotton Festival, to be held in Gastonia on March 6th, were laid at a meeting of a committee of the Woman's Club, Friday afternoon, with Mrs. J. H. Separk presiding.

Co-operating with the Woman's Club in this festival will be the Gastonia Chamber of Commerce, the Gastonia Merchants Association and the Durene Association and the Cotton-Textile Institute. George A. Sloan, head of the last named organization, was in the city Friday on other business and conferred with this committee. He assured them that the Institute would co-operate to the fullest extent even to sending a woman here to help put on the show.

Loom Cords a Specialty



We Also Manufacture

The Improved Dobby Bars and Pegs

Rice Dobby Chain Company

Millbury

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Mass.



Sizol speaks for itself. It has been on the market for 26 years, and every old weaver knows of its efficiency—the young do likewise.

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METALLIC CARD CLOTHING

—Patented in all important Countries—

For

WORSTED, COTTON AND WOOLEN CARDS

Write for particulars of our new metallic card clothing doing away with grinding and stripping, giving a greater output, a stronger thread, and more regularity, etc. It pays for itself in a very short time.

Platt's Metallic Card Clothing Co.

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COLORED AND NOVELTY YARNS

4's to 20's single and ply in any twist; direct, developed, sulphur or indanthrene dyeings; solid colors, heather mixtures, black and white, also nubs, flakes, ratines.

OF THE HIGHEST QUALITY

Manufactured by

Lavonia Manufacturing Co.

Lavonia, Georgia

DARY TRAVELERS



If it's a DARY Ring Traveler, you can depend on it that the high quality is guaranteed—that the weight and circle is always correct, and that all are uniformly tempered, which insures even running, spinning or twisting.

Ask for Prices

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DOMESTIC

EXPORT

MERCHANDISING

JOSHUA L. BAILY & Co.

COTTON GOODS

New York.—There was no material change in the cotton goods markets during the week. Most observers believe that the market is slowly getting better, although some divisions are not yet showing an improvement. The statistical report of the Cotton Textile Merchants Association, showing a drop in stocks, an increase in sales and shipments and in unfilled orders was considered very encouraging. Net changes for the month were all on the favorable side.

In gray goods, a further weakening of 40-inch sheetings to a very low price level, was the most discouraging spot. In all divisions of the market sales are running to somewhat better yardage, but the fact remains that most buyers are sticking closely to spot requirements and show little disposition to cover ahead. The low prices prevailing have led a good many buyers to take on larger supplies for nearby delivery.

Coarse yarn gray goods markets were irregular. Prices varied considerably. Offerings of some print cloths and a number of narrow sheeting constructions at lower prices, some for quick and some for later deliveries, proved disturbing and threw quoted values out of line on these cloths. So far as could be learned, not much business was taken, although the market was being closely watched by buyers. These were unable to form a definite opinion as to the trend of events, however, and were largely disposed to wait a time before placing contracts. A moderate amount of spot business was about all the market developed. Other coarse yarn descriptions were quiet and, except in carded broadcloths where firmer prices were named, were unchanged.

Trading in fine goods was generally light. A number of centers reported many orders being placed for both combed cotton staples and for rayon descriptions, but very few of these were of sufficient quantity to deserve of mention. Lots of 100 to 300 pieces were being disposed of in a variety of cloths, principally for spot and nearby deliveries. Purchases were being made principally by small units, the larger converting houses being represented in the market only infrequently.

Prices were as follows:

Print cloths, 27-in., 64x60s	4
Print cloths, 28-in., 64x60s	4¼
Gray goods, 38½ lin., 64x60s	5
Gray goods, 39-in., 80x80s	6⅞
Brown sheetings, 3-yard	8¾
Brown sheetings, 4-yard, 56x60s	7½
Tickings, 8-ounce	17
Denims	12½
Standard prints	8
Dress gingham	12½-15

Constructive Selling Agents
for

Southern Cotton Mills

J. P. STEVENS & CO., Inc.

44 Leonard St.
New York City

YARN MARKET

Philadelphia, Pa.—There was little relief from the irregular trend of the yarn market and business continued unsatisfactory, with prices showing a good deal of variation. Knitters who use carded cotton yarns were inclined to buy a little more freely. A few large orders were included, but as a rule, the individual orders were small and for prompt delivery. While buyers admit that yarns are very cheap, they are content to postpone important orders as to fill in with additional supplies merely to take care of their most pressing needs. The spread between buyers and spinners ideas of prices has been increasing, making it more difficult to reach a trading basis that would developed good orders.

Some fairly good orders have been received for weaving yarns in coarse and medium numbers and the larger insulating interests also have placed a few substantial contracts. The smaller consumers continue to hold off and place only hand-to-mouth business. Few contracts have been placed further ahead than June. Prices remain weak, owing to considerable competition among spinners for business offered, and the list throughout is quotably $\frac{1}{2}$ c lower than last week's prices.

Carded underwear yarns show some improvement in shipments, notwithstanding inquiries are less frequent. A few contracts for presumed three months requirements have been placed, prices based on current quotations for March cotton. Shipping instructions, it appears, will be withheld until at least there has been a reflex of distributor response to offerings at the opening.

Distributors of carded yarns report more firmness among spinners, while at the same time admitting that a few yarn mills are taking limited orders at very low prices. Inquiries have become definitely more numerous, but they indicate that buyers still are averse to adding materially to their yarn stocks. Confidence in continuance of cotton prices above the basis of 10 cents for spot in New York is almost entirely lacking among the rank and file of cotton goods manufacturers at present, it is stated.

Southern Single Chain Warps	
10s	19½
12s	20
16s	21
20s	22
26s	25
30s	27
Southern Two-Ply Chain	
8s	19
10s	19½
12s	20
16s	21½
20s	22½
24s	25
30s	27½
36s	33
40s	35
40s ex.	39
Southern Single Skeins	
8s	19
10s	19½
12s	20
14s	20½
16s	21
20s	22
24s	24
26s	25
28s	26
30s	27
Southern Two-Ply Skeins	
8s	19
10s	19½
12s	20
14s	20½
16s	21½
20s	22½
24s	25
26s	26
30s	27

40s	35
40s ex.	38
50s	45
60s	52
Duck Yarns, 3, 4 and 5-Ply	
8s	21½
10s	22
12s	23
16s	24
20s	25
Carpet Yarns	
Tinged Carpet, 8s, 3 and 4-ply	18
White Carpet, 8s, 3 and 4-ply	19½
Part Waste Insulating Yarn	
8s, 1-ply	16½
8s, 2, 3 and 4-ply	17
10s, 1-ply and 3-ply	17½
12s, 2-ply	18
16s, 2-ply	19½
20s, 2-ply	20½
26s, 2-ply	24
30s, 2-ply	25½
Southern Frame Cones	
8s	20
20s	20½
12s	21
14s	21½
16s	22
18s	22½
20s	23
22s	23½
24s	24
26s	25
28s	26
30s	27
40s	35

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Double Duty Travelers

Last Longer, Make Stronger Yarn, Run Clear, Preserve the SPINNING RING. The greatest improvement entering the spinning room since the advent of the HIGH SPEED SPINDLE.

Manufactured only by the

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Providence, R. I.

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For all Transfer Purposes

in

Textile Mills

Exporters to

54 Foreign Countries

UNIVERSAL WINDING COMPANY
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AUTOMATIC SPOOLERS
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WARP DRAWING MACHINES
HAND KNOTTERS

BARBER-COLMAN COMPANY

General Offices and Plant

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ROCKFORD, ILL., U. S. A.

Greenville, S. C.



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Southern Representative, P. O. Box 792, Greenville, S. C.

"WHERE TRAVELER NEEDS ARE PARAMOUNT,"
Use the UNIVERSAL STANDARD PRODUCTS, which insure you against interruptions and delays in your work.

FOR FINE YARNS—

Use OUR SPECIAL TEMPERED NARROW TRAVELERS.

FOR UNIFORMITY OF TWIST IN PLYS AND CORDS—

Use the new "BOWEN PATENTED VERTICAL OFF-SET" Patent No. 1,636,992.

SOUTHERN SOURCES OF SUPPLY

for Equipment, Parts, Materials, Service

Following are the addresses of Southern plants, warehouses, offices, and representatives of manufacturers of textile equipment and supplies who advertise regularly in the SOUTHERN TEXTILE BULLETIN. We realize that operating executives are frequently in urgent need of information, service, equipment, parts or materials, and believe this guide will prove of real value to our subscribers.

AKTIVIN CORP., The, 50 Union Square, New York City. Sou. Rep.: American Aniline Products, Inc., 1003 W. Trade St., Charlotte, N. C.

ALLIS-CHALMERS MFG. CO., Milwaukee, Wis. Sou. Offices: 1102 Lexington Bldg., Baltimore, Md.; 905 Electric Bldg., Richmond, Va.; 1104 Healey Bldg., Atlanta, Ga.; 701 Brown-Marx Bldg., Birmingham, Ala.; 1118 Johnston Bldg., Charlotte, N. C.; 1124 Canal Bank Bldg., New Orleans, La.; 2412 Pinehurst Blvd., Shreveport, La.; 1515 Sante Fe Bldg., Dallas, Tex.; 1126 Post Dispatch Bldg., Houston, Tex.; 524 Alamo Nat'l. Bk. Bldg., San Antonio, Tex.

AMERICAN MOISTENING CO., Providence, R. I. Sou. Plants: Atlanta, Ga. and Charlotte, N. C. Sou. Offices: 1331 W. Morehead St., Charlotte, N. C.; 240 N. Highland Ave., Atlanta, Ga.; 711 Woodside Bldg., Greenville, S. C. Sou. Reps.: W. L. Burgess and C. A. Burgess, Greenville Office; Marvin McCall, Charlotte Office; J. D. Johnson and W. L. Johnson, Atlanta Office.

ARABOL MFG. CO., THE, 110 E. 42nd St., New York City. Sou. Agent: Cameron McRae, Concord, N. C.; Sou. Reps.: W. C. Gibson, Griffin, Ga.; W. L. Cobb, Greenville, S. C.

ARNOLD, HOFFMAN & CO., INC., Providence, R. I. Sou. Office: Independence Bldg., Charlotte, N. C. Robert E. Buck, Mgr. Sou. Reps.: Frank G. North, P. O. Box 844, Atlanta, Ga.; Frank W. Johnson, P. O. Box 1334, Greensboro, N. C.; R. A. Singleton, 2016 Cockrell Ave., Dallas, Tex.; R. E. Buck, Jr., 8 Tindel Ave., Greenville, S. C.

ASHWORTH BROS., INC., Charlotte, N. C. Sou. Offices: 44-A Norwood Place, Greenville, S. C.; 215 Central Ave., S.W., Atlanta, Ga.; Texas Rep., Textile Supply Co., Dallas, Tex.

ASSOCIATED BOBBIN COS., composed of BOWEN-HUNTER BOBBIN CO., East Corinth, Vt.; THE DANA S. COURTNEY CO., Chicopee, Mass.; VERMONT SPOOL & BOBBIN CO., Burlington, Vt. Sou. Rep., The McLeod Companies, which are: Atlanta Textile Supply Co., 695 Glen St., Atlanta, Ga.; Greenville Textile Supply Co., Greenville, S. C.; Odell Mill Supply Co., Greensboro, N. C.

BAHNSON CO., THE, Reynolds Bldg., Winston-Salem, N. C. Sou. Reps.: Smith Williams, Winston-Salem Office; S. C. Stimson, 164 Oakland Ave., Spartanburg, S. C.; I. L. Brown, 886 Brewery St., N.E., Atlanta, Ga.; J. C. Sevier, 1400 Duncan Ave., Chattanooga, Tenn.

BARBER-COLMAN CO., Rockford, Ill. Sou. Office: 31 W. McBee Ave., Greenville, S. C.; J. H. Spencer, Mgr.

BOND CO., CHAS., 617-623 Arch St., Philadelphia, Pa. Sou. Reps.: Harold C. Smith, Greenville, S. C.; John C. Turner, P. O. Box 1344, Atlanta, Ga.

BUTTERWORTH & SONS CO., H. W., Philadelphia, Pa. Sou. Office: Johnston Bldg., Charlotte, N. C.; J. Hill Zahn, Mgr.

CAMPBELL & CO., JOHN, 75 Hudson St., New York City. Sou. Reps.: John Bothamley, 1008 Williams Mill Road, Atlanta, Ga.; M. L. Kirby, P. O. Box 432, West Point, Ga.; Mike A. Stough, P. O. Box 701, Charlotte, N. C.

CHARLOTTE CHEMICAL LABORATORIES, INC., 1206 S. Blvd., Charlotte, N. C.

CHARLOTTE LEATHER BELTING CO., 302 E. Sixth St., Charlotte, N. C. Fred R. Cochrane, Mgr. Sou. Reps.: W. H. Fortson, 110 Tusten St., Elberton, Ga.; Russell A. Singleton, 2016 Cockrell Ave., Dallas, Tex.; W. F. McNulty and W. E. Strane, Charlotte Office.

CHARLOTTE MFG. CO., 1200 S. Mint St., Charlotte, N. C.

CIBA CO., INC., Greenwich and Morton Sts., New York City. Sou. Offices: 519 E. Washington St., Greensboro, N. C.; Greenville, S. C.

CLINTON CORN SYRUP REFINING CO., Clinton, Iowa. Sou. Reps.: J. W. Pope, Box 490, Atlanta, Ga.; Luther Knowles, Hotel Charlotte, Charlotte, N. C.

CROMPTON & KNOWLES LOOM WORKS, Worcester, Mass. Sou. Office: 301 S. Cedar St.; S. B. Alexander, Mgr.

CURTIS & MARBLE MACHINE CO., Worcester, Mass. Sou. Office: Woodside Bldg., Greenville, S. C.; Walter F. Woodward, Mgr.

DARY RING TRAVELER CO., Taunton, Mass. Sou. Rep.: John E. Humphries, P. O. Box 843, Greenville, S. C.; Chas. L. Ashley, P. O. Box 720, Atlanta, Ga.

DRAKE CORPORATION, Norfolk, Va.

DRAPER CORPORATION, Hopedale, Mass. Sou. Offices: 242 Forsyth St., S.W., Atlanta, Ga.; Spartanburg, S. C.

DRAPER, E. S., 1516 E. 4th St., Charlotte, N. C. Sou. Reps.: H. B. Bursley, K. A. Simmons and R. A. Wilhelm, Charlotte Office.

DU PONT RAYON CO., 2 Park Ave., New York City. Sou. Plants: Old Hickory, Tenn.; A. Kunsman, Mgr.; Richmond, Va.; W. Shackelford, Mgr. Sou. Reps.: F. H. Coker, Dist. Sales Mgr., 611 Johnston Bldg., Charlotte, N. C.; F. P. Hubach, Dist. Sales Mgr., 609 Provident Bldg., Chattanooga, Tenn.

DU PONT DE NEMOURS & CO., E. I., Wilmington, Del. Sou. Office, 232 W. First St., Charlotte, N. C.; John L. Dabbs, Mgr. Sou. Warehouse: 232 W. First St., Charlotte, N. C.; Wm. P. Crayton, Mgr. Sou. Reps.: D. C. Newman, L. E. Green, H. B. Constable, Charlotte Office; J. D. Sandridge, 1021 Jefferson St., Greensboro, N. C.; B. R. Dabbs, 715 Provident Bldg., Chattanooga, Tenn.; W. R. Ivey, 111 Mills Ave., Greenville, S. C.; J. M. Howard, 135 S. Spring St., Concord, N. C.; W. F. Crayton, Ralston Hotel, Columbus, Ga.; J. A. Franklin, Augusta, Ga.; R. M. Covington, 715 Provident Bldg., Chattanooga, Tenn.

EATON, PAUL B., 218 Johnston Bldg., Charlotte, N. C.

ECONOMY BALER CO., Ann Arbor, Mich. Sou. Rep.: J. Kirk Rowell Co., Atlanta Trust Bldg., Atlanta, Ga.

FAPNIR BEARING CO., THE, New Britain, Conn. Sou. Office & Warehouse, Bona Allen Bldg., Atlanta, Ga. Sou. Reps.: A. O. Laughridge and C. A. Leitz, Atlanta Office; S. D. Berg, 207 N. Caswell Road, Charlotte, N. C.; W. S. Shirley, 2705 Williams St., Dallas, Tex.; W. P. Cunningham, P. O. Box 1687, Houston, Tex.

FORD CO., J. B., Wyandotte, Mich. Sou. Reps.: J. B. Ford Sales Co., 1147 Hurt Bldg., Atlanta, Ga.; J. B. Ford Sales Co., 1915 Inter-Southern Life Bldg., Louisville, Ky.; J. B. Ford Sales Co., 1405 Whitney Bldg., New Orleans, La. Warehouses in all principal Southern cities.

FRANKLIN PROCESS CO., Providence, R. I. Southern Franklin Process Co., Greenville, S. C.; B. S. Phetteplace, Mgr. Central Franklin Process Co., Chattanooga, Tenn.; C. R. Ewing, Mgr.

GENERAL DYESTUFF CORP., 230 Fifth Ave., New York City. Sou. Office & Warehouse, 1201 S. Blvd., Charlotte, N. C.; B. A. Stuen, Mgr.

GENERAL ELECTRIC CO., Schenectady, N. Y. Sou. Sales Offices & Warehouses: Atlanta, Ga., E. H. Ginn, Dist. Mgr.; Charleston, W. Va., W. L. Alston, Mgr.; Charlotte, N. C., E. P. Coles, Mgr.; Dallas, Tex., L. T. Blaisdell, Dist. Mgr.; Houston, Tex., E. M. Wise, W. O'Hara, Mgrs.; Oklahoma City, Okla., E. B. Hathaway, B. F. Dunlap, Mgrs. Sou. Sales Offices: Birmingham, Ala., R. T. Brooke, Mgr.; Chattanooga, Tenn., M. O. McKinney, Mgr.; Ft. Worth, Tex., A. H. Keen, Mgr.; Knoxville, Tenn., A. B. Cox, Mgr.; Louisville, Ky., E. B. Myrick, Mgr.; Memphis, Tenn., G. O. McFarlane, Mgr.; Nashville, Tenn., J. H. Barksdale, Mgr.; New Orleans, La., B. Willard, Mgr.; Richmond, Va., J. W. Hicklin, Mgr.; San Antonio, Tex., I. A. Uhr, Mgr. Sou. Service Shops: Atlanta, Ga., W. J. Seibert, Mgr.; Dallas, Tex., W. F. Kaston, Mgr.; Houston, Tex., F. C. Bunker, Mgr.

GENERAL ELECTRIC VAPOR LAMP CO., Hoboken, N. J. Sou. Reps.: Frank E. Keener, 187 Spring St., N.W., Atlanta, Ga.; C. N. Knapp, Commercial Bank Bldg., Charlotte, N. C.

GILL LEATHER CO., Salem, Mass. Sou. Reps.: Ralph Gossett, 904 Woodside Bldg., Greenville, S. C.; Hamner & Kirby, Gastonia, N. C.; Belton C. Plowden, Griffin, Ga.

HALTON'S SONS, THOS., "C" and Clearfield, Philadelphia, Pa. Sou. Rep.: Fred H. White, Independence Bldg., Charlotte, N. C.

HAYWOOD, MACKAY & VALENTINE, INC., New York City. Sou. Office: Reynolds Bldg., Winston-Salem, N. C.; T. Holt Haywood, Mgr.

H & B AMERICAN MACHINE CO., Pawtucket, R. I. Sou. Office: Atlanta, Ga., J. Carlisle Martin, Mgr. Sou. Reps.: Thomas Aspinwall, Fred Wright, Arthur Drabble, Atlanta Office; Fred Dickson, P. O. Box 125, Rockingham, N. C.

HERMAS MACHINE CO., Hawthorne, N. J. Sou. Rep.: Carolina Specialty Co., P. O. Box 520, Charlotte, N. C.

HOUGHTON & CO., E. F., 240 W. Somerset St., Philadelphia, Pa. Sou. Reps.: Geo. H. Small and W. R. Barker, 608 Chamber of Commerce Bldg., Atlanta, Ga.; Jas. A. Brittain, Birmingham, Ala.; Porter H. Brown, P. O. Box 656, Chattanooga, Tenn.; R. J. Maxwell, P. O. Box 1241, Greenville, S. C.; H. J. Waldron and D. O. Wylie, P. O. Box 663, Greensboro, N. C.; A. Y. Guitar, P. O. Box 949, New Orleans, La.

HOWARD BROS. MFG. CO., Worcester, Mass. Sou. Office and Plant: 244 Forsyth St., S.W., Atlanta, Ga.; Guy L. Melchor, Mgr. Sou. Reps.: E. M. Terryberry, 208 Embassy Apts., 1613 Harvard St., Washington, D. C.; Guy L. Melchor, Jr., Atlanta Office.

HYATT ROLLER BEARING CO., Newark, N. J. Sou. Rep.: Geo. H. Wooley, Jr., 601 E. Morehead St., Charlotte, N. C.

ISELIN-JEFFERSON CO., 328 Broadway, New York City. Sou. Reps.: C. F. Burney, 5631 Willis Ave., Dallas, Tex.; E. C. Malone, 1013 Glenn Bldg., Atlanta, Ga.

JOHNSON, CHAS. B., Paterson, N. J. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

KAUMAGRAPH CO., 200 Varick St., New York City. Sou. Offices: First Nat'l Bank Bldg., Charlotte, N. C.; Chattanooga, Tenn.

KEEVER STARCH CO., Columbus, Ohio. Sou. Office: 1200 Woodside Bldg., Greenville, S. C.; Daniel H. Wallace, Sou. Agent. Sou. Warehouses: Greenville, S. C., Charlotte, N. C., Burlington, N. C. Sou. Rep.: Claude B. Iler, P. O. Box 1383, Greenville, S. C.; Luke J. Castile, 33 Dartmouth Place, Charlotte, N. C.; F. M. Wallace, 2027 Morris Ave., Birmingham, Ala.

LAVONIA MFG. CO., Lavonia, Ga.

LESTERSHIRE SPOOL & MFG. CO., Johnson City, N. Y. Sou. Office: 519 Johnston Bldg., L. E. Wooten, V.-Pres.

LEWIS, JOHN D., Providence, R. I. Sou. Rep.: Chas. R. Stone, 822 W. Morehead St., Charlotte, N. C. (Warehouse).

LOCKWOOD-GREENE ENGINEERS, INC., 100 E. 42nd St., New York City. Sou. Office: Montgomery Bldg., Spartanburg, S. C.; R. E. Barnwell, V. P.

MARSTON CO., JOHN P., 247 Atlantic Ave., Boston, Mass. Sou. Rep.: C. H. Ochs, Hotel Charlotte, Charlotte, N. C.

MATHESON ALKALI WORKS, INC., 250 Park Ave., New York City. Sou. Plant, Saltville, Va.; E. A. Hulls, V.-Pres. Sou. Office: First Nat'l Bank Bldg., Charlotte, N. C.; Fred C. Tilson, Mgr. Sou. Reps.: E. M. Murray, E. M. Rollins, Jr., J. W. Ivey, and B. T. Crayton, Charlotte Office; R. C. Staples, Box 483, Chattanooga, Tenn.; Z. N. Holler, 208 Montgomery St., Decatur, Ga.; J. W. Edmiston, Box 570, Memphis, Tenn.; V. M. Coates, 807 Lake Park, Baton Rouge, La.; T. J. Boyd, Adolphus Hotel, Dallas, Tex.

MAUNY-STEEL CO., 237 Chestnut St., Philadelphia, Pa. Sou. Reps.: Aubrey Mauney, Burlington, N. C.; Don L. Hurlbut, 511 James Bldg., Chattanooga, Tenn.

NATIONAL ANILINE & CHEMICAL CO., INC., 40 Rector St., New York City. Sou. Office & Warehouse: 201 W. First St., Charlotte, N. C.; W. H. Willard, Mgr. Sou. Reps.: J. L. White, W. L. Barker, C. E. Blakely, Charlotte Office; J. T. Chase, American Savers Bk. Bldg., Atlanta, Ga.; H. A. Rodgers, 910 James Bldg., Chattanooga, Tenn.; J. E. Shuford, Jefferson St. Life Bldg., Greensboro, N. C.; E. L. Pemberton, 324 Dick St., Fayetteville, N. C.

NATIONAL RING TRAVELER CO., 257 W. Exchange St., Providence, R. I. Sou. Office & Warehouse: 31 W. First St., Charlotte, N. C.; Roy S. Clemons, Mgr. Sou. Reps.: C. D. Taylor, Gaffney, S. C.; L. E. Taylor, Charlotte Office; J. K. Moore, Gaffney, S. C.; H. L. Lanier, Shawmut, Ala.

NEWPORT CHEMICAL WORKS, Passaic, N. J. Sou. Offices & Warehouses: 220 N. Forbis St., Greensboro, N. C.; W. M. Hunt, Mgr.; Chamber of Commerce Bldg., Greenville, S. C.; D. S. Moss, Mgr.; Newnan, Ga., Tom Taylor, Mgr. Sou. Reps.: H. J. Horne and J. V. Killeffer, Greensboro Office; E. H. Grayson, Gillespie Terrace, Chattanooga, Tenn.

NEW YORK & NEW JERSEY LUBRICANT CO., 292 Madison Ave., New York City. Sou. Office, 601 Lexington Ave., Charlotte, N. C.; Lewis W. Thomason, Sou. District Mgr. Sou. Warehouses: Charlotte, N. C., Spartanburg, S. C., New Orleans, La., Atlanta, Ga., Greenville, S. C.

PARKS-CRAMER CO., Fitchburg, Mass. Sou. Office and Plant, Charlotte, N. C.; W. B. Hodge, V.-Pres., M. G. Townsend, Sou. Mgr. Sou. Reps.: W. H. Burnham, O. G. Culpepper and H. B. Rogers, Charlotte Office; J. F. Porter, P. O. Box 1355, Atlanta, Ga.

PERKINS & SON, INC., B. F., Holyoke, Mass. Sou. Rep.: Fred H. White, Independence Bldg., Charlotte, N. C.

PLATT'S METALLIC CARD CLOTHING CO., Lexington, N. C. U. S. Agent, F. L. Hill, Box 497, Lexington, N. C. Sou. Reps.: W. F. Stegall, Cramerton, N. C.; R. L. Burkhead, Varner Bldg., Lexington, N. C.

ROCKWEAVE MILLS, LaGrange, Ga. Wm. H. Turner, Jr., V.-Pres. and Gen. Mgr. Sou. Reps.: Carolina Specialty Co., Charlotte, N. C.; Hamner & Kirby, Gastonia, N. C.; J. M. Tull Rubber & Supply Co., 285 Marietta St., Atlanta, Ga.; Young & Vann Supply Co., 1725 First Ave., Birmingham, Ala.; Mills & Lupton Supply Co., Chattanooga, Tenn.; Nashville Machine & Supply Co., Nashville, Tenn.; Montgomery & Crawford, Spartanburg, S. C.; Sullivan Hdw. Co., Anderson, S. C.; Noland Co., Inc., Roanoke, Va.

SACO-LOWELL SHOPS, 147 Milk St., Boston, Mass. Sou. Office and Repair Depot, Charlotte, N. C.; Walter W. Gayle, Sou. Agent; Branch Sou. Offices: Atlanta, Ga., Fred P. Brooks, Mgr.; Spartanburg, S. C., H. P. Worth, Mgr.

SARGENT'S SONS CORP., C. G., Graniteville, Mass. Sou. Rep.: Fred H. White, Independence Bldg., Charlotte, N. C.

SEYDEL CHEMICAL CO., Jersey City, N. J. Sou. Warehouse, Greenville, S. C. Sou. Reps.: W. T. Smith, Box 349, Greenville, S. C.; G. H. Brown, Browns, Ala.; I. G. Moore, 301 N. Market St., Dallas, Tex.

SEYDEL-WOOLLEY CO., 748 Rice St., N.W., Atlanta, Ga.

SHAMBO SHUTTLE CO., Woonsocket, R. I. Sou. Rep.: M. Bradford Hodges, Box 752, Atlanta, Ga.

SIFF-EASTWOOD CORPORATION, Paterson, N. J. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

SIRRIE & CO., J. E., Greenville, S. C.

SONOCO PRODUCTS CO., Hartsville, S. C.

SOUTHERN SPINDLE & FLYER CO., Charlotte, N. C. Wm. H. Monty, Mgr.

STAFFORD CO., THE, Readville, Mass. Sou. Rep.: Fred H. White, Independence Bldg., Charlotte, N. C.

STANLEY WORKS, THE, New Britain, Conn. Sou. Office and Warehouse: 552 Murphy Ave., S.W., Atlanta, Ga. H. C. Jones, Mgr.; Sou. Reps.: Horace E. Black, P. O. Box 424, Charlotte, N. C.

STEEL HEDDLE MFG. CO., 2100 W. Allegheny Ave., Philadelphia, Pa. Sou. Office and Plant: 621 E. McBee Ave., Greenville, S. C. H. E. Littlejohn, Mgr. Sou. Reps.: W. O. Jones and C. W. Cain, Greenville Office.

STEIN, HALL & CO., INC., 285 Madison Ave., New York City. Sou. Office, Johnston Bldg., Charlotte, N. C. Ira L. Griffin, Mgr.

TERRELL MACHINE CO., Charlotte, N. C., E. A. Terrell, Pres. and Mgr.

TEXTILE-FINISHING MACHINERY CO., THE, Providence, R. I. Sou. Office, 909 Johnston Bldg., Charlotte, N. C., H. G. Mayer, Mgr.

TEXTILE MILL SUPPLY CO., 1200 S. Mint St., Charlotte, N. C.

TUBIZE CHATILLON CORP., 2 Park Ave., New York City. Sou. Reps.: E. D. Bryan, 614 E. Washington St., Greenville, S. C.; J. E. Morton, P. O. Box 1030, Greensboro, N. C.; W. B. Purse, Provident Bldg., Chattanooga, Tenn.

UNIVERSAL WINDING CO., 95 South St., Boston, Mass. Sou. Offices: Johnston Bldg., Charlotte, N. C.; Candler Bldg., Atlanta, Ga. Sou. Reps.: Frederick Jackson and I. E. Wynne, Charlotte Office; J. W. Strubling, Atlanta Office.

U. S. ROBIN & SHUTTLE CO., Manchester, N. H. Sou. Plants: Monticello, Ga. (Jordan Division); Greenville, S. C.; Johnson City, Tenn. Sou. Reps.: L. K. Jordan, Sales Mgr. Jordan Div., Monticello, Ga.; D. C. Ragan, P. O. Box 536, High Point, N. C.; E. R. Umbach, P. O. Box 108, Atlanta, Ga.; M. Ousley, P. O. Box 816, Greenville, S. C.; J. H. Kelly, Jordan Div., Monticello, Ga.

U. S. RING TRAVELER CO., 159 Aborn St., Providence, R. I. Sou. Reps.: Wm. P. Vaughan, Box 792, Greenville, S. C.; O. B. Land, Box 4, Marietta, Ga. Stocks at: Textile Mill Supply Co., Charlotte, N. C.; Charlotte Supply Co., Charlotte, N. C.; Gastonia Mill Supply Co., Gastonia, N. C.; Carolina Mill Supply Co., Greenville, S. C.; Sullivan Hdw. Co., Anderson, S. C.; Fulton Mill Supply Co., Atlanta, Ga.; Young & Vann Supply Co., Birmingham, Ala.

VEEDER-ROOT, INC., Hartford, Conn. Sou. Reps.: W. A. Kennedy Co., Johnston Bldg., Charlotte, N. C.; Carolina Specialty Co., 122 Brevard Court, Charlotte, N. C.

VICTOR RING TRAVELER CO., Providence, R. I. Sou. Offices and Warehouses: 615 Third National Bank Bldg., Gastonia, N. C.; A. B. Carter, Mgr.; 520 Angier Ave., N.E., Atlanta, Ga.; B. F. Barnes, Mgr. Sou. Reps.: B. F. Barnes, Jr., Atlanta Office; A. D. Carter and N. H. Thomas, Gastonia Office.

VISCOSE CO., Johnston Bldg., Charlotte, N. C., H. Wick Rose, Mgr.

VOGEL CO., JOSEPH A., Wilmington, Del. Sou. Office: St. Louis, Mo.

WATSON-WILLIAMS MFG. CO., Millbury, Mass., and Leicester, Mass. Sou. Rep.: George F. Bahan, P. O. Box 581, Charlotte, N. C.

WHITIN MACHINE WORKS, Whitinsville, Mass. Sou. Offices: Healey Bldg., Atlanta, Ga.; Whitin Bldg., Charlotte, N. C.

WHITINSVILLE SPINNING RING CO., Whitinsville, Mass. Sou. Rep.: Webb Durham, 2121 East 5th St., Charlotte, N. C.

WICKWIRE-SPENCER STEEL CO., 41 E. 42nd St., New York City. Sou. Rep.: James A. Greer, 50 Rutherford St., Greenville, S. C.

WOOD'S SONS CO., T. B., Chambersburg, Pa. Sou. Reps.: The McLand Cos., which are: Atlanta Textile Supply Co., 695 Glen St., Atlanta, Ga.; Greenville Textile Supply Co., Greenville, S. C.; Odell Mill Supply Co., Greensboro, N. C.

Full-Fashioned Hose Stocks Seen Lower

Reading, Pa.—Stocks of full-fashioned hosiery in mills as of January 1 were lower by around 600,000 dozen pairs than on January 1 last year, Dr. George W. Taylor, of the research department of University of Pennsylvania, told the hosiery manufacturers of Reading and elsewhere in Berks county at a luncheon of the Kiwanis Club at the Abraham Lincoln Hotel. His estimate for January compares with an officially declared production of 5,000,000 dozen pairs in stock in February last year when the peak was registered.

The production of full-fashioned last year was around 25,000,000 dozen pairs, which represented no material increase, per capita, said Mr. Taylor, taking into consideration the

decline in output of seamless stockings for women. As a matter of fact, he stated, production of full-fashioned and seamless in the aggregate has varied but little year by year since 1925, indicating, he thought, that women are consuming no more hosiery. While there is little in the situation to cause jubilation, Dr. Taylor said, the full-fashioned industry is headed in the right direction in the matter of restricting production. Last year, he went on, the number of machines entering the industry was less than half that of the previous year, and was the lowest since 1924.

Absurd Idea to "Hold Back" on New Machinery

So far as our company is concerned, we do not keep valuable patents "on the shelf," so to speak. The only way we make money is to be able to sell our product. A patent lasts 17 years. If a device is of any value beyond what we are using, we can get nothing out of it unless we sell it and we have only 17 years' protection, so that the sooner it is on the market the better it is for us.

Many of our new devices are put on the market before the patent is granted because it means new business for us and better devices for the mill.

I have heard this kind of propaganda ever since I have been connected with the company and it has never been true so far as we are concerned. Put yourself in the place of the machinery manufacturer whose plant must be run and dividends must be earned. How long would you keep a valuable improvement which you could control only 17 years away from the market?—A Machinery Manufacturer in Daily News Record.

New Flannel Prices Made by Rosemary

Rosemary Sales Corporation has made new prices on lines of fancy and plain outing flannels for the fall 1931 season, the product of the Roanoke Mills Company, of Roanoke Rapids, N. C., and of the Smitherman Mills, Troy, N. C. The new quotations are in line with the market.

The ranges available for the new season include Truworth, Delaware, Century, Troy and a full line of bleaches. In each instance fancies reflect the company efforts to more completely diversify offerings, to step up the patterns and improve colors, wherever possible.

There are dobbie effects in the Century range, all of which are indicative of the superior style effort otherwise noted all through the product of the two mills. Inspiration is derived from the best work of the domestic and Continental markets. The latter has contributed ideas that are adaptations from expensive wool goods.

Patterns and color arrangements make the styles suited to the needs of manufacturers making garments for the women's, men's, girls' and boys' trade. In each instance color harmonies were devised with the especial needs of each of the above divisions in mind. This is reflected in the broad choice of delicate work and variations that extend to types in virile color combinations.

Celanese Seeking To Enjoin Silk Co.

Charging infringement of its trademark "Celanese" and unfair competition, Celanese Corporation of America filed suit against the Great Northern Silk Company, Inc., converter. Celanese Corporation charged the Great Northern Silk Company, Inc., with selling as "Celanese" a fabric which was not a "Celanese" fabric and asks a preliminary and permanent injunction and damage in the sum of \$100,000.

The suit was filed in the United States Court for the Southern District of New York by Cooper, Kerr & Dunham as counsel for Celanese Corporation. Celanese Corporation of America is one of the largest producers of synthetic textile yarns in the United States and sells its products under the registered trade-mark "Celanese." The company's plant is at Cumberland, Md., and its executive offices are at 180 Madison avenue.

In the bill of complaint and supporting affidavits filed, Celanese Corporation states that the Great Northern Silk Company, Inc., has "passed a fabric, which is suitable for linings for men's clothing and other purposes, as 'Celanese,' when in fact it was not a 'Celanese' fabric." The bill also states "that Celanese Corporation has invested many millions of dollars in the development of the process and factory for making its products, as well as several millions of dollars in the advertising of its trade-mark," and further states, "that in recent years the excellent properties of 'Celanese' fabrics which make them suitable for linings for men's clothing have been recognized and that these fabrics are now in great demand for this purpose."



Edited by Mrs. Ethel Thomas—"Aunt Becky."

Traveling Among the Mills

The flu is no joke. It caught me in the Imperial Hotel, Greenville, S. C., and if it hadn't been for Mrs. C. M. Scarborough, formerly Miss Nan Tidwell, of Newberry, S. C., and my good friend, I don't know what I would have done. She took me right in her home, called a nurse, and gave me every needed attention till I was able to travel.

I stopped to rest at Cowpens on the way home, and Superintendent W. F. Daggett took me to his home for a good old-fashioned country dinner, and over the mill to see the splendid goods manufactured there. No doubt they will be on exhibit at Efir's during the Carolina-Made Exposition. Anyhow, they should be. The porch-chair-cover-cloth is wonderfully pretty, gay colored, and durable, and the 4-yard sheeting is perfect.

The whistle never blows that Mr. Doggett doesn't hear it, and he has not had a vacation in three years. "On the job" is his motto. The mill runs five days a week and there are 17,888 spindles and 472 looms.

R. L. Barnett, carder and spinner, has worked up to that position under Mr. Doggett; he has taken an I. C. S. textile course and made good on it; he deserves great credit for the way he has worked and studied to improve himself. His wife works, too, and is a remarkably young looking woman.

J. P. Huskey is overseer weaving and cloth room, and has also been promoted by Mr. Doggett to these positions. Paul Fowler is master mechanic.

Mr. and Mrs. Doggett have my sincere thanks for their kind hospitality. After a couple of hours' rest, I was able to drive home.

Monroe, N. C.—Union, Monroe and Manetta Mills

Last week I started out again, the first stop being in Monroe, at Union Mills Co. We recently had a nice write-up from there and we have little to add.

Ralph Webber is manager and general superintendent, with M. M. Tuttle, assistant superintendent; U. E. Davis, day carder, and S. T. Enloe, night carder; J. H. Fagan, day spinner, and R. C. Atkins, night spinner; P. W. Cook, master mechanic.

Monroe Mills Co., too, is under the management of Ralph Webber, who is also general superintendent, assisted by W. M. Southern, carder and spinner, daytime, and C. F. Blume, carder and spinner at night; W. A. Ayers is assistant carder, and Loyd Pressley, assistant spinner.

MANETTA MILLS

It is always a joy to visit this nice mill, which is the largest in Monroe, and makes such good napped sheets, blankets and "Krinkle" bedspreads, and of such pretty colors and patterns.

C. W. Walton, assistant secretary and treasurer, is one

of the most pleasant officials to be found, and always has a warm handclasp and cheery greeting for "Aunt Becky." More—a hearty welcome and co-operative assistance in our work, that is deeply appreciated.

For a long time this mill has published a cute little folder for the operatives called "The Manettism." It has the distinction of being "the only newspaper in the world that has every word in it read by over a hundred per cent of its subscribers." Folded once, it goes into a small envelope, and "Aunt Becky" has long been on the mailing list. "Monkey Hips" is a regular and popular contributor to its pages, which are full of news and fun.

R. A. Willis, Jr., is superintendent; G. W. McKenzie, formerly of Rock Hill and Fort Mill, a jolly Scotchman, is carder and spinner and can tell many good jokes on his countrymen.

P. B. Moore is overseer of weaving; I met him first in Schoolfield, where he found me when I was lost, and took me to his home for dinner. J. S. Polk is the new overseer of the cloth room, promoted from second hand in weaving, to fill the vacancy left by W. H. Ferguson, who has gone to a position with the Dan River Mills, Schoolfield, Va. J. M. Carroll is master mechanic.

Wadesboro, N. C.—Wade Mfg. Co.

There's a lot of complaint because the little Home Section supplement to the Bulletin has been discontinued. But at Wade Manufacturing Co., I found a man who subscribed to the Bulletin because the Home Section was "no more!"

It was this way: He took the Bulletin until recently and was very much interested in Aunt Becky's little paper. But at least twenty-five people had to borrow and read it before he could get a chance at it, and if he didn't save it for his wife there was a row at home. So, having to lose time in keeping up with who had the paper, he was about to lose his job, and had to quit taking the paper in self defense! But he's again on our list.

We've seen lots of cotton flannel, or outings, but there is a distinction about the goods made in this mill. There are some of the best and prettiest goods of this kind we have seen anywhere.

The colors are fadeless and one quality—heavy, and with soft short nap, has the feel of velvet and wears "more so."

Improved machinery for stamping several colors at once on the warp for fancy patterns is among the modern equipment of Wade Manufacturing Co.

I. B. Covington, superintendent and vice-president, believes in cleanliness, inside and out, and the mill is wonderfully sanitary, and the community of the best; drunkenness and loose morals are not tolerated, and the people at this mill are highly respected.

Mr. Covington presented Aunt Becky with a valuable souvenir of her visit—some of his very best flannel, which we greatly appreciated. Truly, traveling has some compensations!

Wade Manufacturing Co. runs day and night. Day line—T. D. Flack, carder and assistant superintendent; H. M. Maple, spinner; M. T. Long, weaver; F. S. Gamble, cloth room; E. Martin, master mechanic; J. R. Kiser, dyer. Night line—E. C. Terry, carder; J. R. Diggs, spinner; R. M. Wilburn, weaver; Fred Head, cloth room; J. H. Hall, mechanic.

Cordova, N. C.—Steele's Mills

It had been many years since we visited this place, and we found many notable improvements.

Had looked forward to meeting Miss Gertrude Pittman, president of the Girls' Club, but failed to find her.

Had dinner in the hospitable home of Superintendent and Mrs. J. C. Montjoy, and my! what a lovely home they have, with plenty ground for anything they wish. A wonderfully clear and distinct radio program was enjoyed through lunch hour.

I had the good luck to meet J. W. Porter, president and treasurer of Steele's Mills, a young and progressive gentleman with pleasing personality. We feel that the lady who recently captured him is very fortunate. J. W. McKenzie is secretary.

As above stated J. C. Montjoy is superintendent, and no stranger to the writer. I. B. Pittman is carder; W. T. Cann, spinner; J. M. Bolt, weaver; K. B. Collins, overseer cloth room; F. M. Morris, master mechanic and electrician.

Every house has a large, rich garden plot, and preparations have already begun to have them planted.

There are two churches, Baptist and Methodist, and a fine grammar school with 230 pupils.

Good roads connect Cordova with Rockingham, six or seven miles away. Pee Dee river and plenty of fish, in season, make this an ideal spot for sportsmen.

Rockingham, N. C.—Full of Hospitable People

We can never find words to express the pleasure it gives us to visit this lovely town, where hearts and homes are wide open to visitors. "Aunt Becky" had more invitations than could be filled in a month if she had nothing to do but visit and enjoy courtesies that these lovely people were anxious to extend. Believe us, Tar Heel hospitality has not suffered in Rockingham, nor grown careless or indifferent through the trials of curtailment. We could write a book, almost, on the subject of this town's friendliness and the wonderful atmosphere of courtesy, kindness and hearty good will that pervades every nook and corner that we explored.

HANNAH PICKETT MILLS

When we looked into our directory and saw no mention of Roberdel No. 1 and No. 2, nor of Leak Mill, we thought:

"Well, we've played it now! Left some of the most important mills out of the Directory, and we're going to have to listen to some merited complaints!"

But, we found that Hannah Pickett had absorbed Leak Mill, and Entwistle had taken over both Roberdel Mills, and my! we felt relieved.

Hannah Pickett No. 1 is one of the nicest mills and villages to be found. There are more than a thousand fine shade trees on the village, some of them around 20 years old, and mostly water oaks.

Hannah Pickett No. 2 village (Leak Mill) is undergoing a transformation. Two hundred and fifty trees, mostly maples, have just been set out, and other work being done to improve the looks of the premises.

J. W. Jenkins, general superintendent of both mills,

one of our best friends, has gotten so fat we hardly knew him. He's in perfect health, and his eyes are keen and observant, and his mind alert to everything pertaining to the best interests of his business and the people who work for him.

WAGES ARE NECESSARILY CUT

Wages in the Rockingham Mills have been far above others—staying about the same for the past several years, in spite of depression and oppression.

Now, in order to keep running without terrible loss it has become absolutely necessary to cut wages. The heaviest cut began with the president and treasurer. Wm. B. Cole and other officials, and the operatives are fortunate in having such an unselfish and honest company to work for. Every official, superintendent and overseer shares the cut with the operative.

THOSE IN CHARGE AT NO. 1

J. W. Patterson, superintendent; W. L. Thompson, carder; Ira Hite, spinner; he has some fine young men as second hands—J. W. Wilson in spinning, and W. T. McDuffie in spooling; J. T. Lyerly, section man, is another progressive, and all three of these young men are interested in their jobs and anxious to improve, so they subscribed for our paper. A. M. White is overseer weaving; J. W. M. Jenkins, overseer cloth room. Ben T. Lineberger is electrician; J. T. Brady, master mechanic.

Those at No. 2 are: A. M. Hasting, superintendent, who, in spite of being a cripple and the pain it caused him to hobble around, insisted on showing us around. B. F. McClure, grand old gentleman and good friend of Mill News days, is overseer carding; Jack Hite, spinner; N. B. Cockman, weaver; Jas. Poplin, overseer cloth room and finishing. R. V. Speight, dye house foreman.

Goldville, S. C.—Joanna News

On last Saturday morning the hearts of friends were saddened by the news that Mrs. Emma McCoy had passed out during the night. Funeral services were conducted in the home by Rev. H. E. Bullington at 1:30 Sunday afternoon. Interment was made in the cemetery at Hopewell church.

Mrs. McCoy was 79 years of age. For several years she had made her home with her nephew, Mr. B. W. Oxner. Two sisters survive her, Mrs. Sallie Templeton, of Ninety-Six, and Mrs. Kate Oxner, of Goldville.

Her beautiful Christian life will ever remain as one of the bright and shining examples of Christian living here on earth.

Juanita Rowland, little daughter of Mr. and Mrs. Sloan Rowland, celebrated her fourth birthday last Thursday afternoon by inviting a few of her little friends to a party at her home. Mrs. Rowland entertained the children with games and stories dear to childish hearts. Delicious ice cream, cakes and candies were served as refreshments.

On Saturday afternoon twelve little folks enjoyed a party at the home of Mr. and Mrs. Raymond Odell, the occasion being the second birthday of their daughter, Kathleen. The children enjoyed games for an hour. Then they were invited into the dining room which was pretty in decoration of pink and blue. Delicious refreshments were served by Misses Sadie Attaway and Dorothy Clark.

A good thing to remember,
And a better thing to do,
Is work with the construction gang,
And not with the wrecking crew.

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Charlotte, N. C.

Doubts Machinery Men Hide Anything

I don't think we will have any very radical change in the manufacture of cotton yarns in that processes will be entirely different.

There will undoubtedly be improvements in methods just as there has been in the last few years. For instance, we have recently gone into one process picking and improved methods of drafting, as well as changes in the handling of yarn after it was spun but I think we will always have picking, carding and the same system of attenuating by means of drafting rolls.

There is, however, a very marked difference in the cost of production, as well as the quality of yarn made on new machinery as against old and the difference in cost between a real first class modern mill and one of 25 years ago represents a substantial profit on the particular goods manufactured. For this reason there is already a very large number of spindles that ought to be in a scrap heap and will be in a few years.

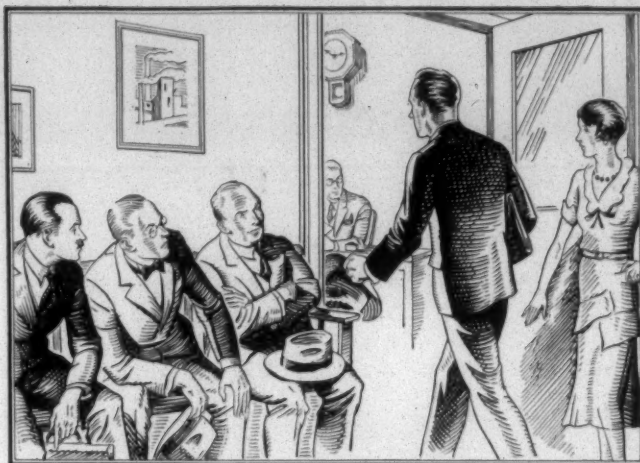
I do not believe the textile machinery manufacturers are holding back anything in the way of radical changes in machinery and I think they will put such improvements as they have on the market just as fast as they can demonstrate to their own satisfaction that they are commercially worth while.—A Textile Engineer in Daily News Record.

Wool Prices Firmer in Boston Market

Boston, Mass.—There is a better tone in the Boston wool market and prices are firmer and even a bit against the buyer, although no marked advance in prices has occurred in this market as yet. Some dealers think they can do a little better, say a $\frac{1}{2}$ c, in the grease, or possibly 1c for some wools, compared with the extreme low point, although others say they see no actual advance in prices as yet. There is a disposition to see whether or not the improvement which has been reported from the foreign markets and which, somewhat curiously, seems to have started in all markets more or less simultaneously, is sustained, although it is frankly agreed that prices are low enough for raw wool and inventories small enough in the manufactured and partly manufactured.

Here are the Crucial Minutes

*... which the
business paper
helps to save*



"Mr. Smith," calls the secretary. The first of a line of waiting salesmen, hurriedly collecting hat and sample case, enters the buyer's office. A ground-glass door closes behind him. The other men shift, recross their legs and settle down to wait their turn. It won't be long now.

And it won't! For the average time given to salesmen is brief—heart-breakingly brief, sometimes. In retail stores it varies between 4 minutes in department stores and 21 minutes in furniture stores, with an average for all lines of 12 minutes per interview. In industrial concerns it is scarcely longer.

Yet within those few minutes every actual sale must be consummated. Here, within the walls of one room, across one desk, and in the space of a few hundred seconds are focused the entire efforts of management, produc-

tion, advertising—to stand or fall on the result of personal salesmanship. Here are the crucial minutes when a man must sell.

And because these selling minutes are so few, so precious, it is important to save them for actual selling, to free the hands of salesmen for the important work which can only be done face to face with the buyer.

It is here that the business paper is of untold value to the manufacturer. For it reaches in advance the man behind the ground-glass door. In its pages can be said beforehand everything that must be said as a preliminary to effective personal selling; to get introductions and explanations out of the way; to create friendships and reputations; to clear the decks for two-fisted selling.

Because the business paper of today deals so authoritatively and constructively with the problems of its industry, profession or trade, it not only passes through the ground-glass door, but it is read, thoroughly and attentively, by the man who constitutes the manufacturer's most important single objective. His interest makes the business paper the key to saving crucial selling minutes.

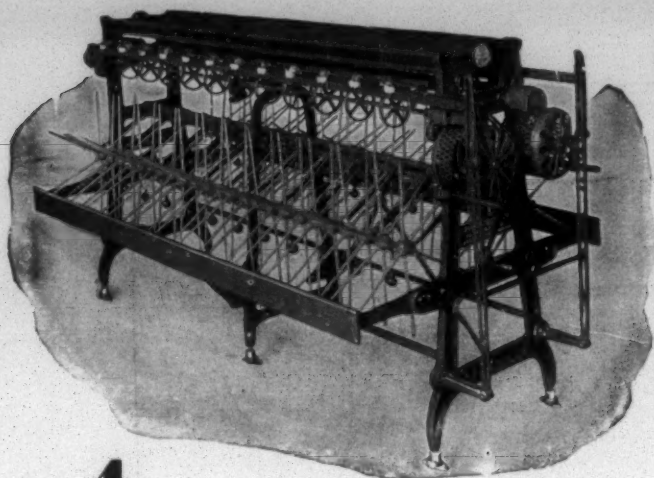


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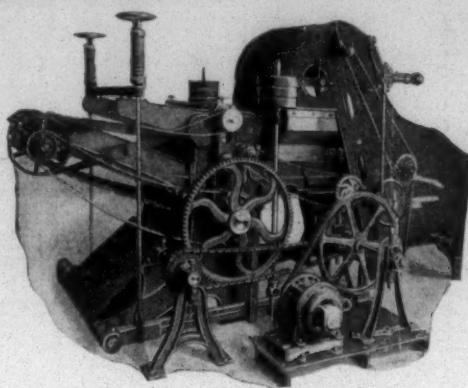
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